

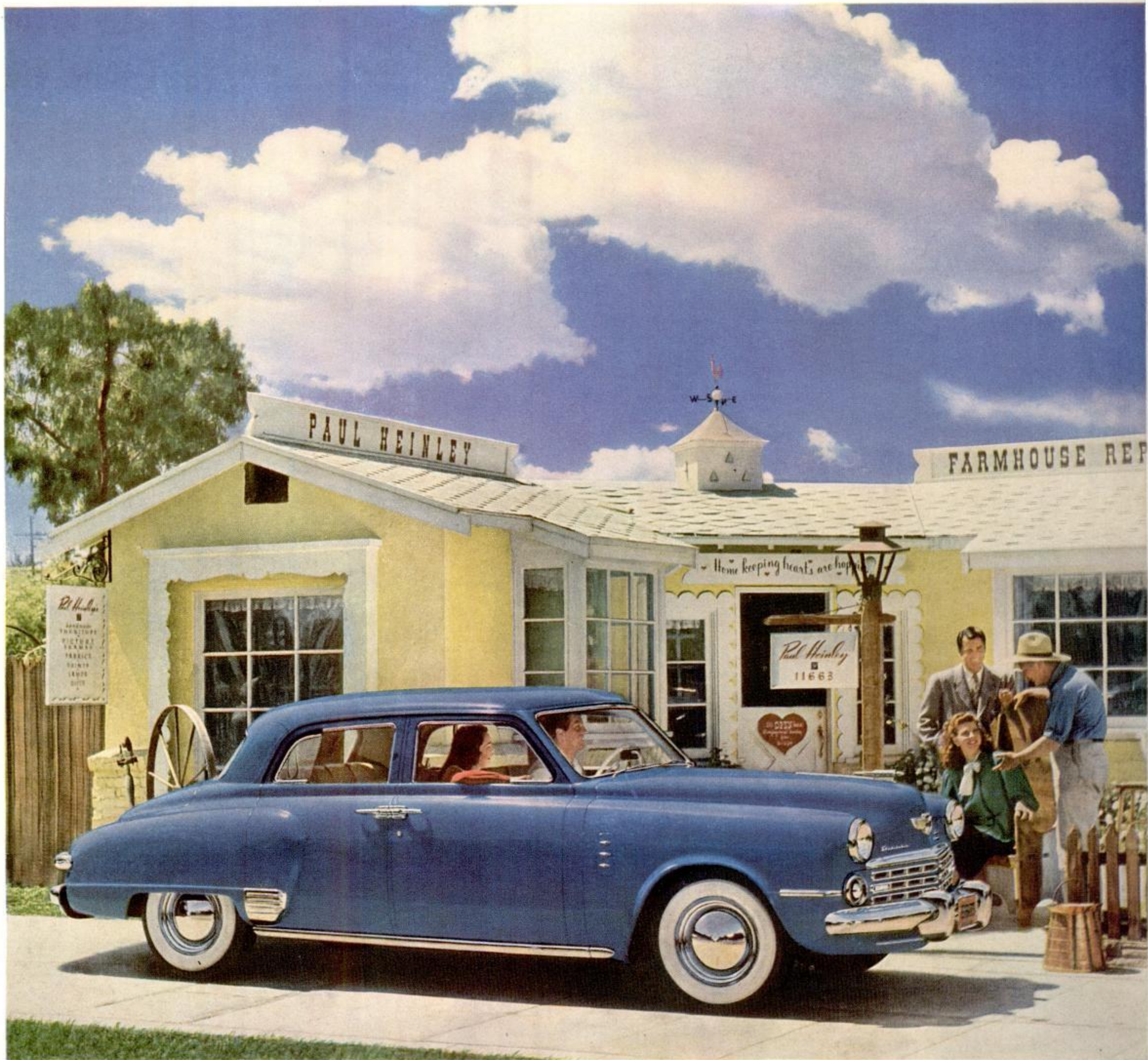
LIFE

In this issue
**IF WE SHOULD HAVE
TO FIGHT AGAIN**
by GENERAL CARL SPAATZ



F-84 THUNDERJETS

JULY 5, 1948 **20** CENTS
YEARLY SUBSCRIPTION \$6.00



A luxury car but not a luxury price!

THIS SPECIAL extra-long-wheelbase Studebaker is well-named the Land Cruiser. It floats across the miles so smoothly, you seldom feel even the symptoms of fatigue on a day-long drive.

But for all its "upper bracket" look and luxury, this Land Cruiser is priced well within the bounds of moderation.

What's more, there's no excess bulk in those low-swung, impressive contours. That means no wasting of gas—and no taxing of your strength and patience when parking or threading through a traffic stream.

World's first car with nylon upholstery, this Land Cruiser is just one headliner in a star-studded presentation of far-advanced Studebaker sedans, coupes and convertibles.

The very first chance you have, be sure to see every one of the fabulously fine new Studebaker dream cars.

Their brakes automatically adjust themselves! Their dash dials have glare-proof "black light" for night-driving safety! Their new look is the new goal of all truly modern motor car design!

STUDEBAKER

First in style...first in vision...first by far with a postwar car

© 1948, Studebaker Corporation, South Bend 27, Indiana, U.S.A.



HERE'S PHILCO LEADERSHIP IN PORTABLE RADIO VALUE

*NEW... and only \$29⁹⁵**
less battery

In beauty, performance and value, here's another record-breaking triumph from the Philco laboratories. A truly portable radio that plays on AC, DC or battery with the most amazing sensitivity and tonal output ever packed into such compact space. Exquisitely designed in choice of Ivory, Maroon, Tan or Green plastic. At its low price, the Philco 602 sets a new standard of portable radio value! At your Philco Dealer now.



*"Steals the Show!"
says Bing Crosby*

PHILCO

Famous for Quality the World Over

This One



LK9Z-7DG-XJHT

*Slightly higher Denver and West

The best brushes have DU PONT NYLON BRISTLES

→ Look for the words "nylon bristles" on brush or package



The way to lovely hair... frequent brushings with a nylon-bristled brush. Those nylon bristles are lively... easy to clean... stay fresh and resilient.



Take pride in your smile — when your toothbrush has long-lasting bristles of Du Pont nylon. They're strong... clean... efficient... shed water fast.



Chores fly by... with brushes designed to do the job right — brushes made with durable, hard-working nylon bristles. You'll find nylon bristles in a variety of household brushes.



Smooth shaving — when you use a brush with gentle nylon bristles. They're soft, and easy on the skin... give a fast, abundant lather... dry quickly.



Longer life for paintbrushes... with Du Pont nylon bristles. They outwear other bristles 3 to 5 times... really hold paint... and lay down a smooth surface.



Curved to fit the hands — right- and left-hand military brushes with sparkling backs of "Lucite."* The sturdy nylon bristles give "he-man" service.

Nylon Bristles—Product of

DU PONT
REG. U.S. PAT. OFF.

Plastics

BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

*Du Pont's trade mark for its acrylic resin.

Du Pont "Cavalcade of America" returns to the air Monday, September 13—NBC network.

Telephone Relay
 $\frac{2}{3}$ actual size



1000 for a Nickel



WHEN you drop a nickel in a pay station and dial a call—or dial from home or office—as many as 1000 telephone relays go into action.

The relay is the little device illustrated above—an electrical switch that works far faster than you can wink. You probably don't know it exists. But you couldn't make a telephone call without it.

These relays leap into service when you telephone, opening and closing circuits. They operate millions of times in their lifetime.

Bell Telephone Laboratories designed this relay and some of the Laboratories' best scientific minds are spending all their time improving it.

Is it worth while to assign such great talent to so small a device?

Here is the answer: There are more than 100,000,000 relays in the Bell System and they represent one dollar out of every six spent for equipment in dial telephone exchanges.

Design changes by Bell Telephone Laboratories have already saved millions of dollars in cost and greatly improved telephone service. It is this kind of research, especially in a time of rising costs, that helps keep your Bell System telephone service low in price.

BELL TELEPHONE SYSTEM



BELL TELEPHONE LABORATORIES *A great research organization, working to bring you the best possible telephone service at the lowest possible cost*



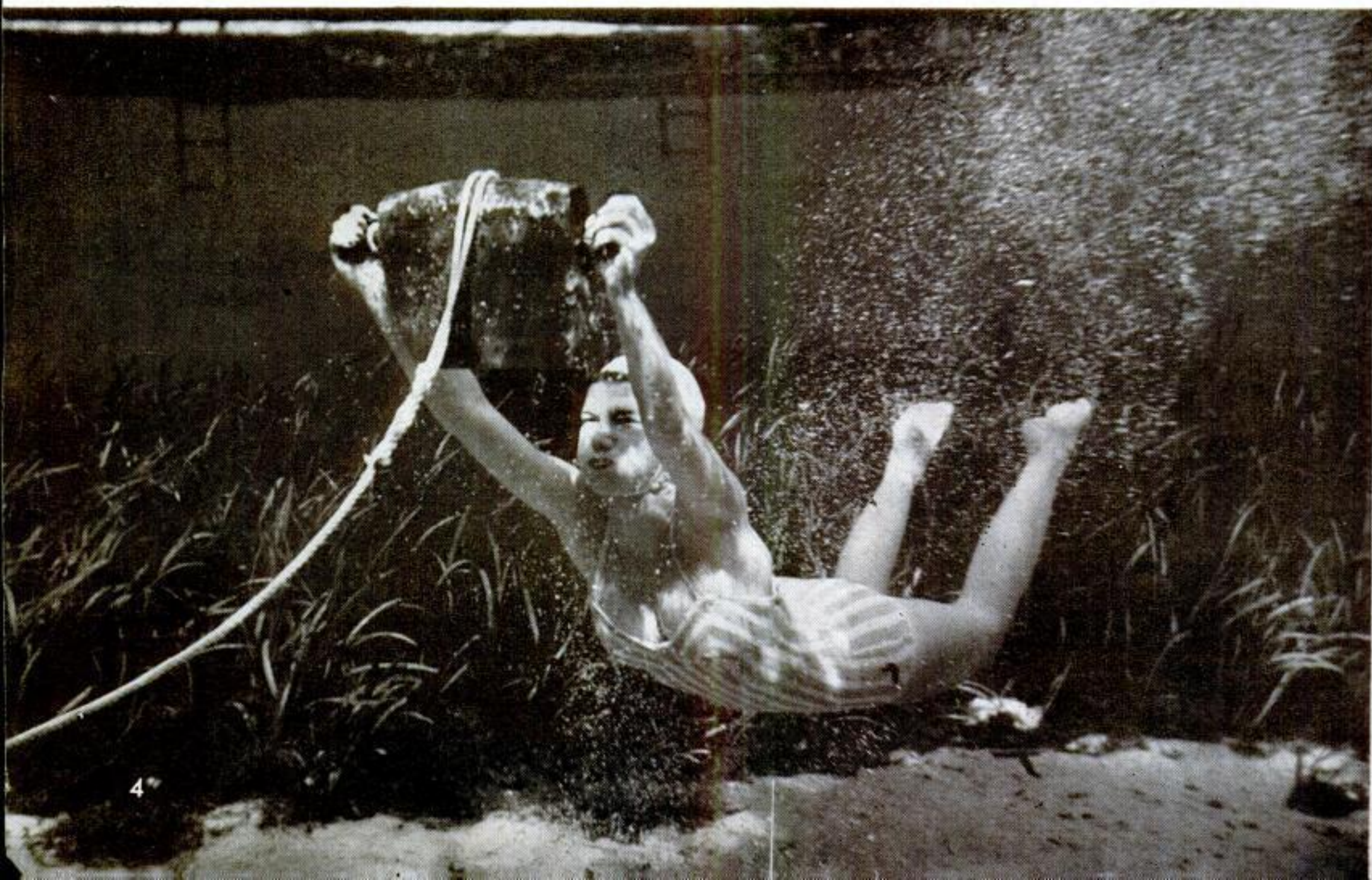
IN DIVING POSITION Nancy Stilley holds onto Porpoise Fin and leaves a bubbly spray in her wake as she is

pulled to the bottom of Florida's Silver Springs. V-shaped towrope helps protect her head from underwater obstacles.



WITH FIN HELD LEVEL (above) the swimmer glides swiftly across the bottom. Below: she tilts the fin to return

to surface. But when boat stops, as in this picture, towline slackens and the swimmer has to get to surface by herself.



SPEAKING OF PICTURES

...SWIMMERS HAVE FUN WITH DIVING FINS

The swimmers pictured on these pages are using a simple gadget which opens up a whole new world of summer fun to the people who cannot afford a diving helmet or a glass-bottomed boat. The gadget is a streamlined 2-inch-thick mahogany plank called a Porpoise Diving Fin. When the fin is towed at the end of a long rope by a slow-moving motorboat, a swimmer can dive as much as 35 feet underneath the surface simply by tilting the leading edge of the fin downward (*top picture, left*). When the leading edge is tilted upward, fin and swimmer are carried back to the surface in a few seconds. The possibilities of underwater exploration (*opposite page*) are limited only by the length of time that a person is able to hold his breath.

Inventor of the diving fin is a Detroit advertising executive named Winslow Harrison Case, who devised the original model back in 1918 when he was only 12 years old. Case used it for five summers, then tired of its novelty and forgot about the whole thing until his young son found the original fin recently while rummaging through the family attic. That gave Case an idea: why not get the fin patented and make some money out of his boyhood toy? The fins now retail for \$10 apiece, and by next year the Detroit manufacturers hope to have people plunging to the bottom of every lake, pond and lagoon in the U.S.



ON THE SURFACE three girls cling to their fins, ready to dive. Fins work best when towboat goes about 5 mph.



Sunbeam

DOUBLE AUTOMATIC

IRONMASTER

REG. U. S. PAT. OFF.

*You've got it
UNDER YOUR THUMB!*

*Easy to see...
Easy to set!*



SAFE, Steady Low Heat
that will not scorch your
finest lingerie.



QUICK, Steady High Heat
for heavy, damp linens.

HOT in 30 seconds

UNTIL YOU'VE USED Sunbeam Ironmaster, you've no idea how much faster and easier ironing can be. No waiting for it to heat up—it's ready to go in a split minute, always delivers the *correct*, steady heat for whatever fabric you're ironing. That's why you finish quicker, feeling fresher with a Sunbeam.

SUNBEAM HAS the *Thumb-tip Heat Control Dial* up in the handle, where it is always cool and convenient. Easy-to-see. Easy-to-set. A finger-touch sets it for the correct, safe heat you want.

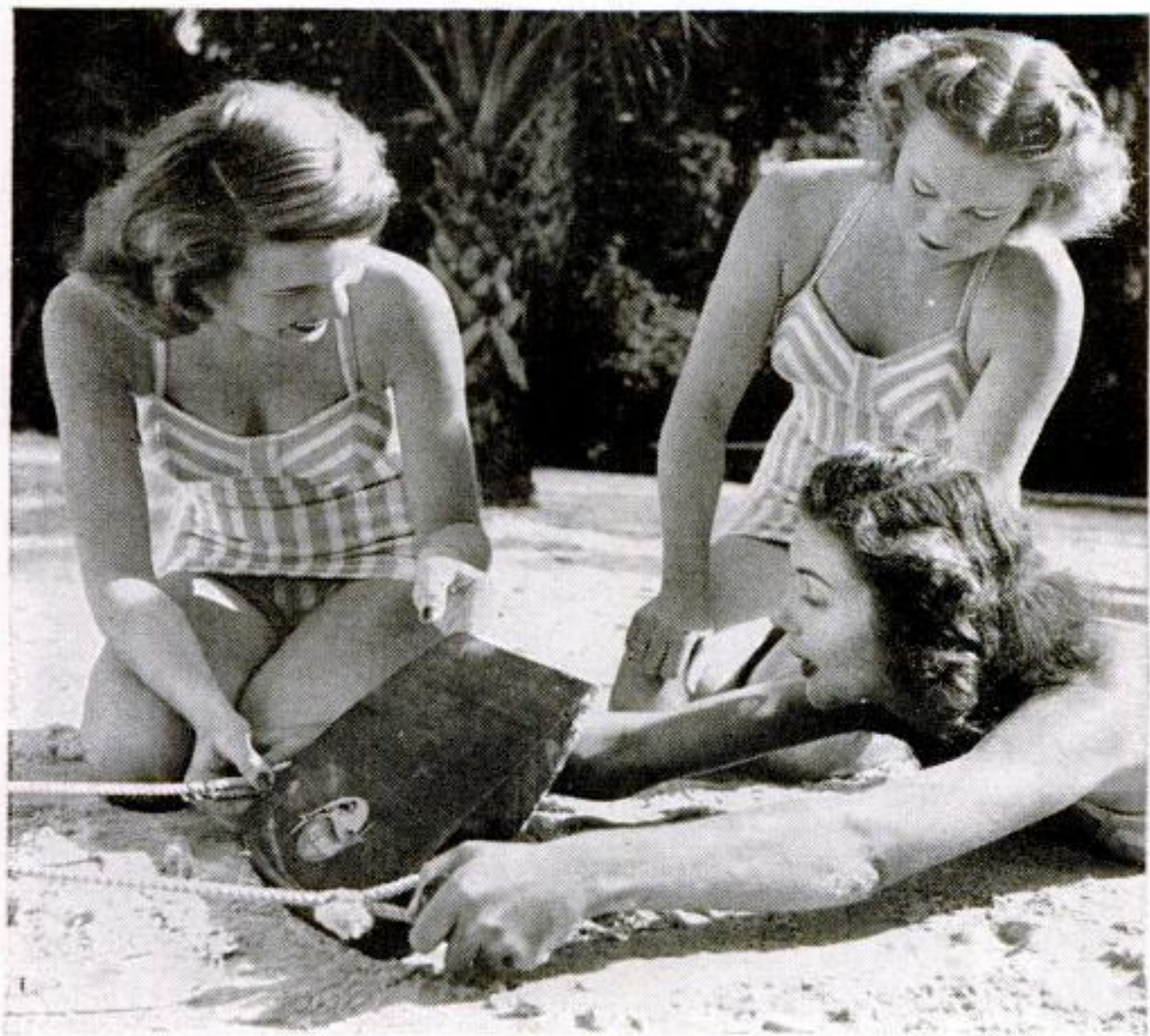
SUNBEAM HAS the *Quick, Steady Heat* made possible by Double-Automatic Heat Control, an exclusive Sunbeam invention. Heats faster—never overheats. Reaches safe Low Heat for rayons in 30 seconds, High Heat for heavy, damp linens in 2½ minutes.

IN ADDITION, IT HAS the air-cooled, wrist-resting handle... larger ironing surface... permanently attached cord set... new streamlined beauty. See your dealer.

**HEATS QUICKER,
STAYS HOTTER,
IRONS FASTER**

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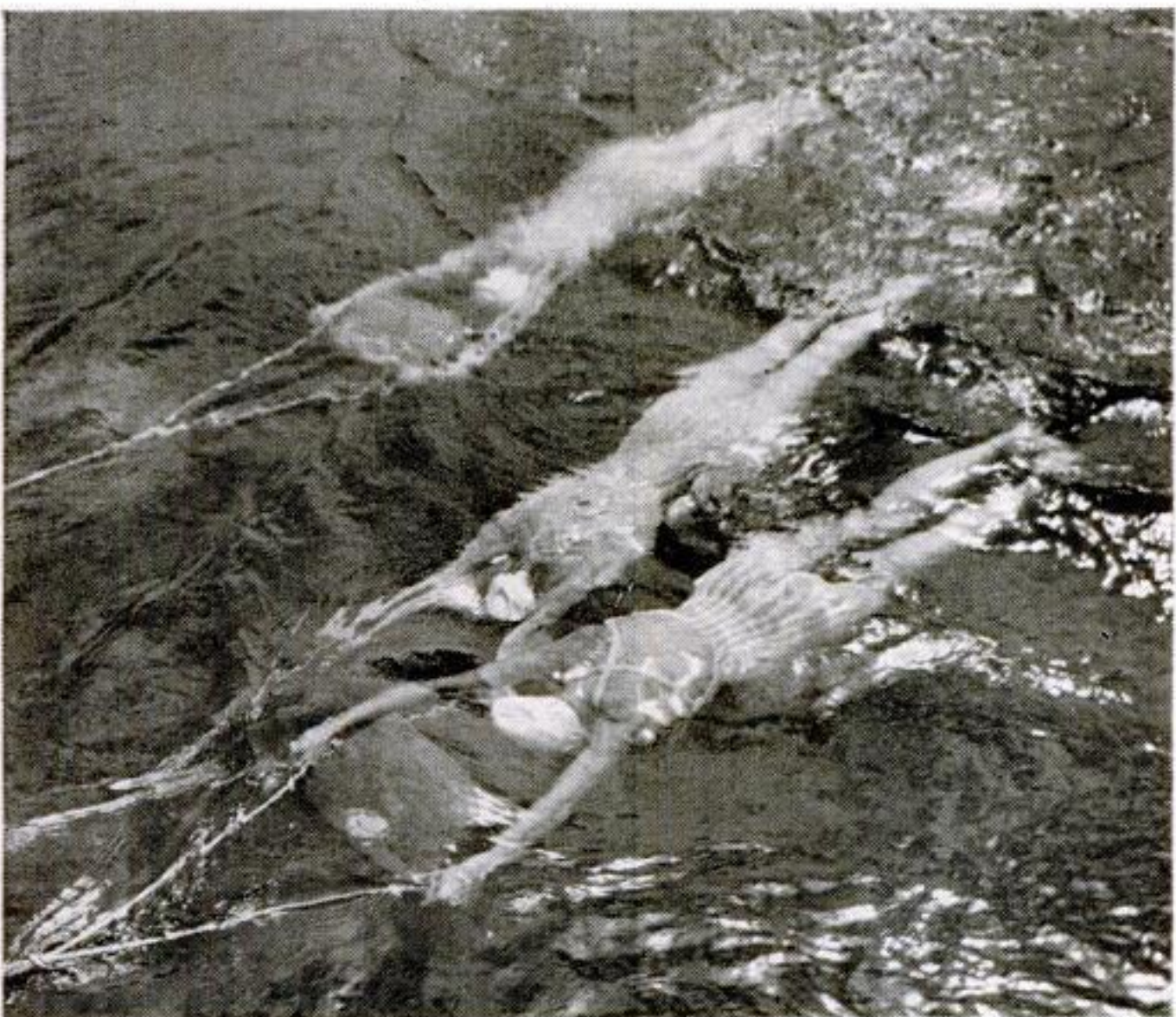
SPEAKING OF PICTURES
CONTINUED



ON A DRY RUN Nance Stilley (left) explains the operation to Martha Mitchell (prone) and Dorothy M. Anderson. All three are water-ski champions.



GETTING READY for a ride, girls have towropes adjusted. Long towlines make it possible to dive deeper and make the fin easier to maneuver in water.



COASTING ALONG, swimmers glide together just under the surface. Experienced users of the fin can cover 350 feet of ocean or lake floor in a minute.



SKOL TAN
LASTS LONGER!

It's a fact! SKOL filters sunrays perfectly, lets beneficial tanning rays penetrate to your deeper skin layers—*guarantees you a longer-lasting tan.*

And SKOL helps you get a glorious, golden-rich tan *faster*—painlessly—without burning. Start using filter action SKOL today, for that radiant, suntanned SKOLook!

*Antiseptic SKOL is a wonderful year-round medicine-chest—relieves minor burns, poison ivy, scratches—prevents windburn and chapping!

Not oily—prevents painful sunburn



THE WORLD'S LARGEST-SELLING SUNTAN LOTION

America's *new* big name in film!



"It's panchromatic...it's guaranteed!"

Now get better pictures time after time...with Kryptar, America's new big name in film! It's Panchromatic. Fine-grain. Specially made to give you good pictures even when the exposure isn't exactly right. Kryptar is available in the popular roll sizes, 35mm. cartridges, and 8mm. movie film rolls. Ask for Kryptar wherever good film is sold. Get two or three rolls today. You'll want plenty of film for your holiday week-end. Kryptar Corp., Rochester, N. Y.

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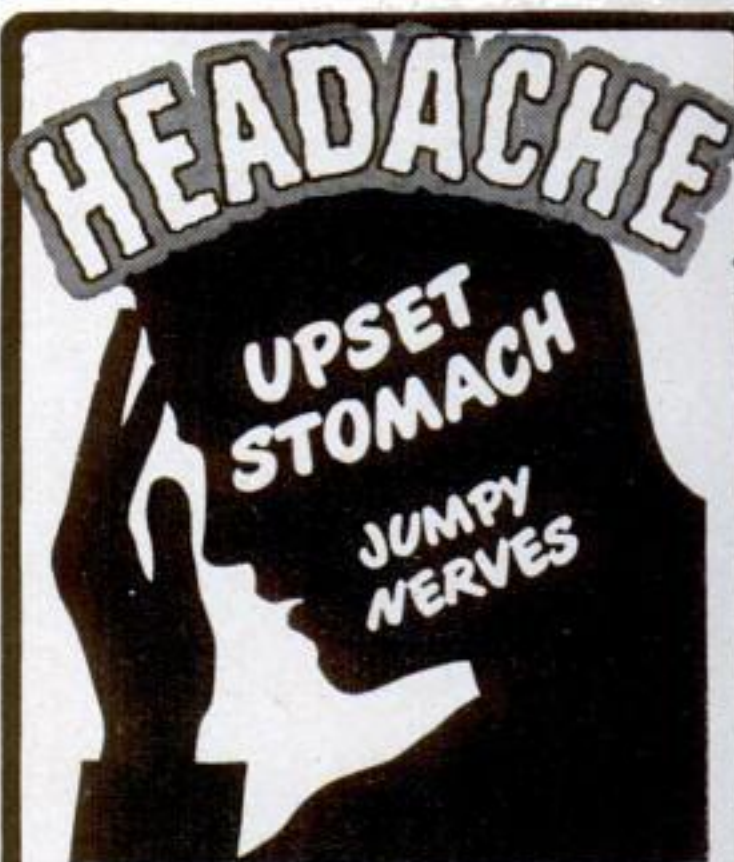
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TAKE FAMOUS
BROMO-SELTZER



RELIEF!



Millions turn to Bromo-Seltzer when headache, upset stomach and jumpy nerves all strike at once. Because for many years, Bromo-Seltzer has been famous for fighting ordinary headaches three ways:

1. Relieves pain of headache
 2. Relieves discomfort of upset stomach
 3. Quiets jumpy nerves
- all of which may team up to cause trouble.

Simply put teaspoonful in a glass and add water. Bromo-Seltzer effervesces with split-second action...ready to go to work at once. Caution: Use only as directed.

Get Bromo-Seltzer at your drugstore fountain or counter today. Compounded in four convenient home sizes by registered pharmacists.



For FAST headache help
BROMO-SELTZER
A PRODUCT OF EMERSON DRUG COMPANY SINCE 1887



Hollywood
Flash!...

Susan Hayward's

going steady...



MODEL 150

● With the people who are up-and-doing—a G-E Portable goes hand in hand. Take this sleek new beauty and you take the finest of traveling companions. Smart, trusty, powerful—styled as brilliantly as a Hollywood fashion! Take a good look at this eye-

arresting, maroon plastic radio. Lift it—and feel its carefree lightness. Play it—on AC, DC, or its own thrifty batteries—and marvel at its "big set" tone and selectivity. Enjoy it anywhere. Buy it—and take fun with you. **\$39⁹⁵*** Ask your dealer for Model 150.

General Electric Company, Receiver Division, Electronics Park, Syracuse, N. Y.

...with her



Portable
radio



● Here's Fun-On-The-Run! The popular G-E 3-way personal radio. A sleek portable that plays on AC, DC, or its own thrifty batteries. So light (only 5 1/2 lbs.). So compact (only 8 1/2" high). So smart in its sturdy enameled metal case. Model 140, above.

● Pays Off Every Time You Play It! Triple-value portable. Plays on AC, DC, batteries. Glorious tone. Brings in radio stations like a big set at home. Styled like fine airplane luggage. Big Dynapower speaker. A joy to own! Model 254 TW, at left.

● De luxe Self-Charging Portable with 5 Short-Wave Bands! Renews its power over and over when plugged into AC house current—or connected to auto battery. Push button controls. Natural color tone! A world of selectivity! Model 260, at right.

natural color tone radios



GENERAL  ELECTRIC

170-G7

*Western prices slightly higher.
Prices subject to change without notice.

Take the heat off!



A SWIFT'S BROOKFIELD DINNER THAT LEAVES YOU *fresh enough for fun!*

A main dish that melts in your mouth needn't melt the cook. For Swift's Brookfield Sausage makes summertime suppers a snap. You can prepare a zesty dinner like this—crisp-browned sausage, peach halves, peas—in just a few minutes.

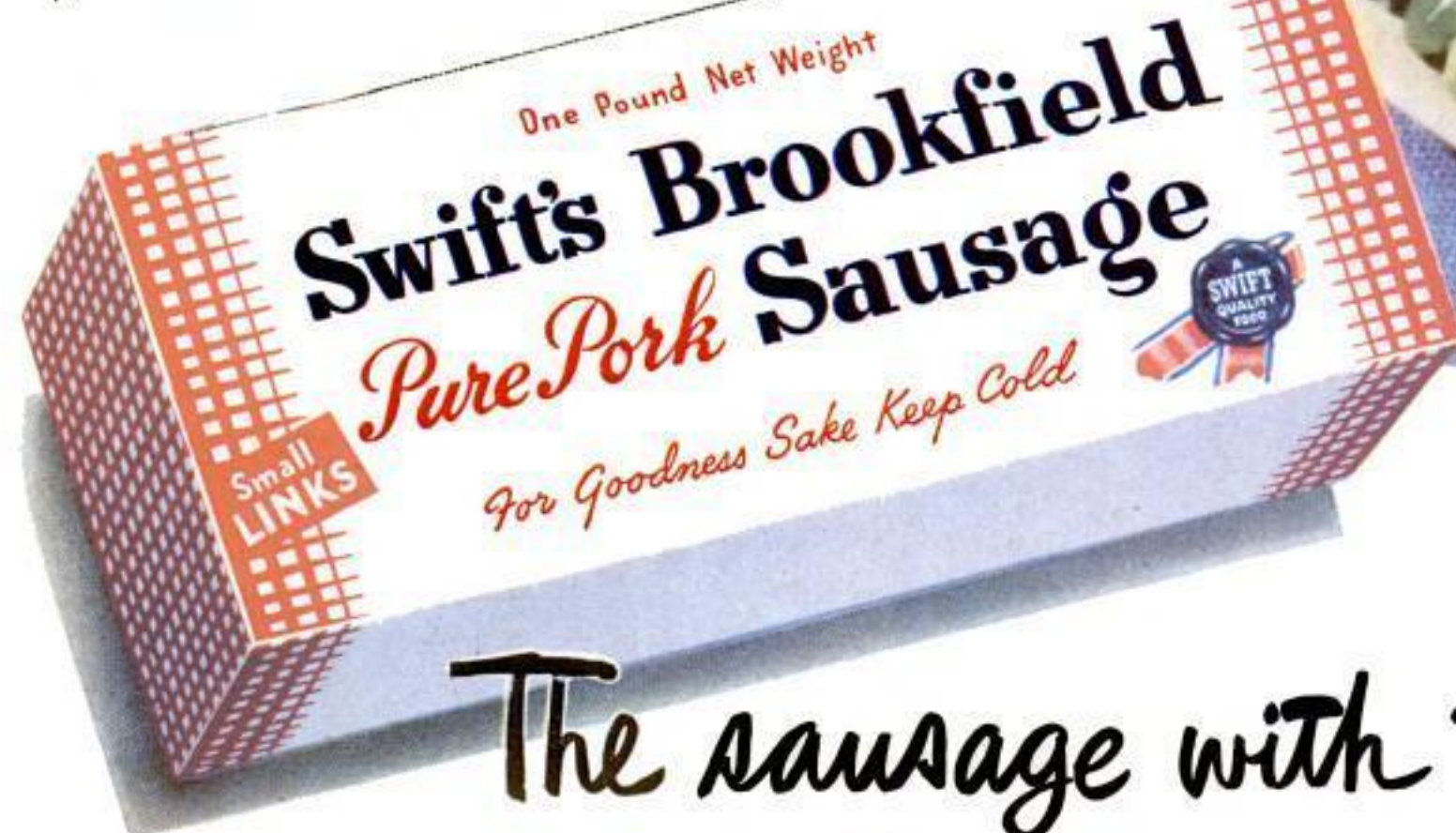
See how quickly the Brookfield flavor tempts finicky hot-weather appetites! Swift uses only selected cuts, and the seasoning is blended to perfection. Every tender link has a "just-right" flavor.

Those tempting morsels of flavor provide good nourishment, too. Brookfield is rich in proteins and B vitamins that pep up lagging body energy. And, you always get this favorite sausage at its best . . . for SWIFT'S BROOKFIELD is made fresh daily in our kitchens from coast to coast!

SWIFT'S BROOKFIELD SAUSAGE WITH PEACH HALVES.
Pan-fry links according to directions on package. Brown peach halves in same pan and serve with peas.



Listen to ARCHIE ANDREWS ON NBC,
SATURDAYS, 10:30 A. M., NEW YORK TIME.



The sausage with the
Just-right  *Seasoning!*

Also try these— SWIFT'S PREMIUM *tender* FRANKS

Plump, juicy, tender franks made from selected cuts of beef and pork. Sealed in the new cellophane wrapper to assure freshness and protect their goodness. They're high in protein.



Swift's Premium *Table-Ready* Meats



like tasty Macaroni and Cheese Loaf are just the thing for hot-weather suppers, snacks, lunches, and picnics.

LETTERS TO THE EDITORS

THE 80TH CONGRESS

Sirs:

For once LIFE and I violently disagree! How anyone can praise the blundering, inept, idiotic, spasmodic, politically maneuvering, stupid actions and deliberations of our "august" assembly of duly elected representatives masquerading under the title of "The 80th Congress" (LIFE, June 14) is utterly beyond my comprehension.

Housing, price control, margarine tax, education, civil rights, wages, health insurance and the American people have been ruinously neglected. Our "Bright New World" has tarnished badly under their political polishing.

JOHN J. MAHAFFEY
Mount Rainier, Md.

● Reader Mahaffey's comment was more appropriate when he wrote it than it is now. Although Congress failed to take action on some of the points raised in his letter, nevertheless in its last week it pulled a ninth-inning save by restoring ECA funds, rejecting the Mundt-Nixon bill, passing a bill to admit 205,000 refugees to the U.S. Since LIFE's story, Congress has in addition voted for the draft, authorized a 70-group Air Force, extended the terms of atomic energy commissioners, renewed the Reciprocal Trade Agreements Act for a year, raised the pay of more than a million federal employees, maintained farm price supports and made mortgages more available to GIs by authorizing RFC to finance up to 25% in secondary mortgages.—ED.

PROTESTANT REFORMATION

SIRS:

THE LADIES OF CHARITY OF THE CATHOLIC CHARITIES OF THE ARCHDIOCESE OF NEW YORK, A MEMBER BODY OF THE COORDINATING COUNCIL REPRESENTING 84 ORGANIZATIONS OF THE ARCHDIOCESE, MUST PROTEST GROSS HISTORICAL MISREPRESENTATIONS IN ARTICLE ON PROTESTANT REFORMATION (LIFE, June 14).

MARGARET ARMSTRONG
PRESIDENT
NEW YORK, N.Y.

SIRS:

OFFICERS AND MEMBERS OF THE NEW YORK ARCHDIOCESAN UNION HOLY NAME SOCIETY NUMBERING 75,000 OBJECT STRENUOUSLY AND WITH JUSTICE TO LIFE'S DISTORTION OF HISTORICAL FACTS.

MORGAN SHEEHAN
PRESIDENT
NEW YORK, N.Y.

Sirs:

In regard to your statement in this week's LIFE, may I point out that indulgences were not sold. . . .

ANNE GLACCUM
Baldwin, N.Y.

● Although in defining indulgences, the Catholic Encyclopedia states that the doctrine itself has no "natural" or "necessary" connection with profit, Reader Glaccum will find in the same source, under the heading REFORMATION, the following pertinent quotation: "The first impulse to secession was supplied by the opposition of Luther in Germany and Zwingli in German Switzerland to the promulgation by Leo X of an indulgence for contributions toward the building of the new St. Peter's in Rome."—ED.

Sirs:

Since LIFE has chosen to reiterate the fabricated Protestant side of the so-called Reformation, it is but fair also to tell what manner of men Luther, Zwingli, Calvin and Henry VIII, the leaders of that catastrophe, were.

Luther was a German religious of the Augustinian order who violated his three vows of poverty, chastity and obedience; he apostatized, married a nun and commenced declaiming against the Catholic Church. . . . He persevered in preaching error and after leading a scandalous life, died on leaving the table, where he had as usual gorged himself with wine and meats.

Zwingli was a curate of the Church of Our Lady of Hermits in Switzerland; he preached at Zurich the errors of Luther, had the effrontery to marry publicly and was killed in a battle lost by his partisans, although he had promised them victory.

Calvin was an ecclesiastic of Noyon. He went to Bourges, where he adopted the errors of Luther; he settled in Geneva where he burned to death Michael Servetus, who had the courage to differ with him, and finally died himself of a shameful disease.

Henry VIII was King of England. A slave to his passions, he wished the Pope to annul his lawful marriage, but the Pope refused. Henry then declared himself the head of the Church in England, drew his people into schism and soon after into heresy. We need not mention his many wives, decapitations, etc. . . .

If these were true reformers, not four libertines, why did they not start reforming from within? Such a step

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"Soaping" dulls hair Halo glorifies it!



Yes, "soaping" your hair
with even finest liquid or cream
shampoos hides its natural
lustre with dulling soap film



● Halo is made with a new patented ingredient. Halo—not a soap, not a cream—cannot leave dulling film! ● So Halo reveals the true natural beauty of your hair the very first time you use it, leaves it shimmering with glorious highlights. ● Needs no lemon or vinegar after-rinse. Halo rinses away, quickly and completely! ● Makes oceans of rich, fragrant lather, even in hardest water. Leaves hair sweet, clean, naturally radiant! ● Carries away unsightly loose dandruff like magic! ● Lets hair dry soft and manageable, easy to curl! ● Buy Halo at any drug or cosmetic counter.

Halo Reveals the Hidden Beauty of Your Hair!



Serving an ace, or watching a race
you're Twice as comfortable in

MAC DEE Healthknit Kut-Ups
TRADE MARK REG. U. S. PAT. OFFICE

You're comfortable from top to bottom in *this* underwear. For Healthknit gives you two famous exclusives: 1. Kut-Ups shirts with the Kut-Ups feature. 2. MacDee shorts with the Cantilever Support. These comfort twins are close knit of soft fine combed cotton. They whisk through washings, wear and wear.

Try 'em, friend... and see!

HEALTHKNIT **MAC DEE**† SHORTS

Note the built-in, cross-tape cantilever support. It automatically, gently lifts as the full elastic waistband hugs your waist... can't bind, bunch or chafe. No buttons to break or lose. Briefs or Midlengths.

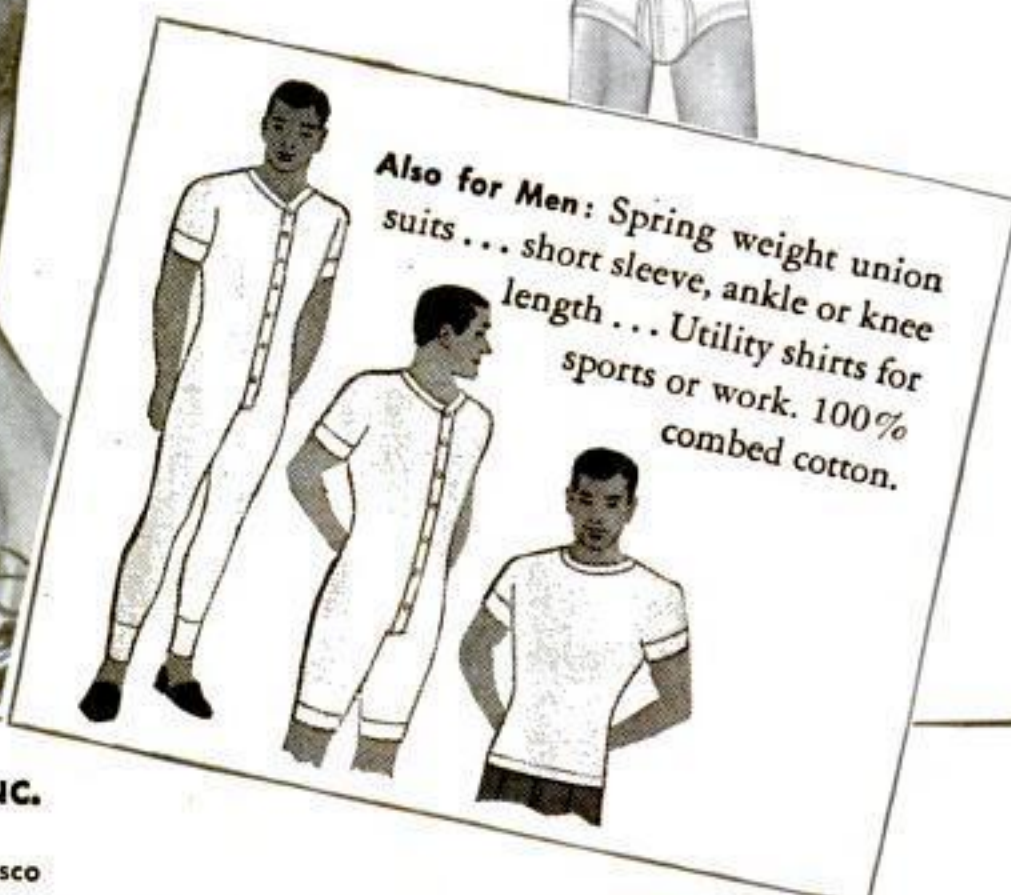


HEALTHKNIT **Kut-Ups**† SHIRTS

Note the tailored in V-vent at the crotch line. It lets Kut-Ups m-o-v-e when you move, keeps the shirt tucked in, banishes creep, bind and bunch.



BOYS' SIZES ...TOO!



Also for Men: Spring weight union suits... short sleeve, ankle or knee length... Utility shirts for sports or work. 100% combed cotton.

STANDARD KNITTING MILLS, INC.
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†TRADE MARKS REG. U. S. PAT. OFF.

LETTERS TO THE EDITORS

CONTINUED

would have precluded the City of Confusion that is Protestantism today.

JERE J. ALCOCK

New York, N.Y.

● In reporting the ideas and the tremendous repercussions set in motion by these men, LIFE followed the rule of historians who measure men in relation to their impact on civilization, regardless of their personal shortcomings.—ED.

Sirs:

You said that "persecution of Protestants by Catholics reached a climax in the St. Bartholomew day massacre." I may be wrong but I have just completed a course in Church history which stated very clearly that the Catholic Church was not in any way connected with this massacre, but that it was the work of Catherine de' Medici, the mother of the King of France, who was worried about the growing power of the Protestants who threatened the French throne.

GEORGE M. TRAYNOR JR.

Charleston, S. C.

● According to the foremost American Catholic historian, Carlton J. H. Hayes, the St. Bartholomew day massacre climaxed the campaign of the Catholic rulers of France, aided by the Catholic dukes of Guise, to stamp out Protestantism. (*Political and Cultural History of Modern Europe*, Vol. I, p. 256)—ED.

Sirs:

You take your courage in your hands when you seek to report such a controversial bombshell as "The Protestant Revolution." Someone is bound to take umbrage at the handling of such a subject.

For my own part, I am disappointed that you are the means whereby that old "chestnut" about the end justifying the means is given credence. The Jesuits have never held any such vicious principle.

HARRY W. KIRWIN

Department of History

Loyola College
Baltimore, Md.

● Jesuit Hermann Busembaum, recognized by Catholic source books as one of the founders of classical Jesuit doctrine, wrote in his *Medulla Theologiae* (1650): "When the end is lawful, the means are also lawful."

In addition LIFE quoted in its original story (p. 93) Rule XIII as laid down by St. Ignatius in his *Rules for Thinking with the Church*: "If [the Church] teaches that what seems white to us is black, we must declare it to be black on the spot."—ED.

Sirs:

I have just finished reading "The Protestant Revolution" and wish to take this opportunity to express to you my deep personal appreciation for the content of this article in the series on the History of Western Culture...

The entire series has made a contribution to public education on a mass scale unequalled, in my opinion, to anything ever done by a magazine of national prominence.

REV. R. W. JABLONOWSKI JR.

The First Presbyterian Church
Edinburg, Texas

Sirs:

For upward of 40 years I have prayed for such an article to be published by a first-class American magazine. Now I can sing my nunc dimittis.

Your article is not so much a protest against the Catholic Church, but a protest for Christ and the liberty of the spirit.

E. A. BALLIS

Seattle, Wash.

LAST LAST MAN

Sirs:

I was very much interested in your article about the "Last Soldiers of the Revolution" in the May 31 issue of LIFE. Samuel Downing's daughter Margaret married my great-grandfather, James Barker. My grandfather told me that Mr. P. T. Barnum had the four living veterans of the Revolution—James Barham, James Cook, William Hutchins and Samuel Downing—come to Philadelphia in 1865 to participate in a Fourth of July parade. When Mr. Barnum's emissary came to Grandfather Downing's home to ask him if he would make the trip to Philadelphia, he found the old gentleman up in a pear tree sawing off a dead limb. A carriage was driven to the hotel door to take the four in the procession. Mr. Downing looked at the equipage and said to his host, "How fur is it?" The answer was "6 miles," whereupon my vigorous ancestor remarked, "I'll walk it." According to an old newspaper clipping he did walk it and received salvos of applause all along the route.

The final scene in Mr. Downing's life combines comedy and tragedy. On his 106th birthday, November 30, 1867, all of his neighbors came to his house to greet him. During the evening the host remembered that he had some very good hard cider in the cellar, which he thought would be appreciated. He immediately started down the steep cellar stairs to fetch it, caught his heel and fell the whole length of the flight. When the neighbors picked him up he was dead.

MERLE T. BARKER

Taunton, Mass.

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HOW 34,000 OIL COMPANIES SERVE THE NATION AS...

Oil Breaks Production Records Again

● Never before has America used so much oil—not even in the peak year of the war. In the face of this enormous demand, the 34,000 companies in the oil industry—firms engaged in producing, refining, transporting and distribution—are breaking records that seemed beyond reach.

In the production field, for example, 33,098 new wells were drilled in 1947. The total footage was the greatest in history.

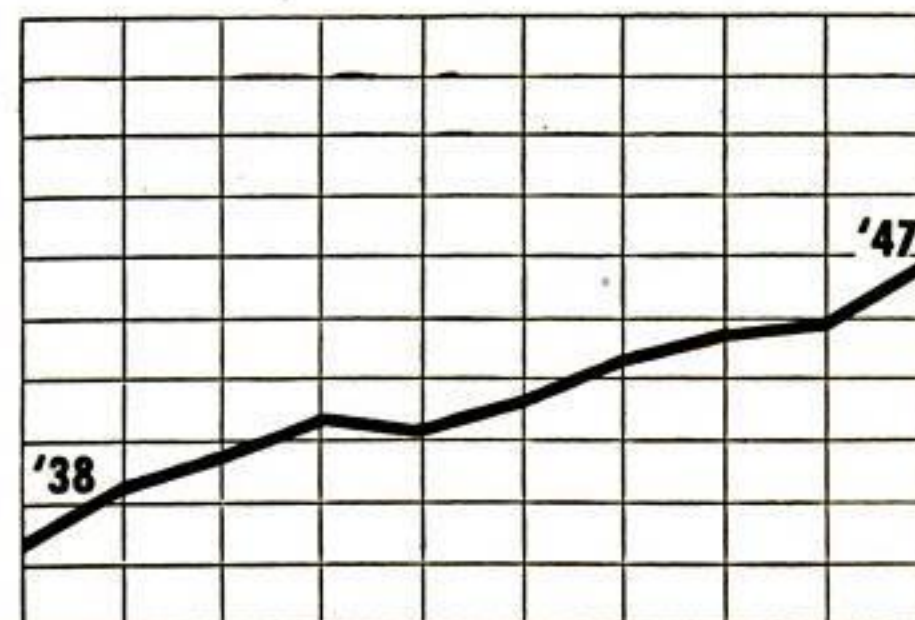
Total production of crude oil reached an all-time high of over 77 billion gallons. A vast new expansion program now under way will make 1948 another record-breaking year.

A proved reserve of a trillion gallons of oil is available in the ground to back up the current supply for cars and trucks, for planes, for heat in homes and power in industry, for farming, trains and ships... oil is the liquid energy that keeps America constantly forging ahead.

More petroleum products will be delivered this year. Be sure to use them *efficiently*. Oil is energy for America. Oil means more comfort, better living, greater convenience—for you.

OIL INDUSTRY INFORMATION COMMITTEE

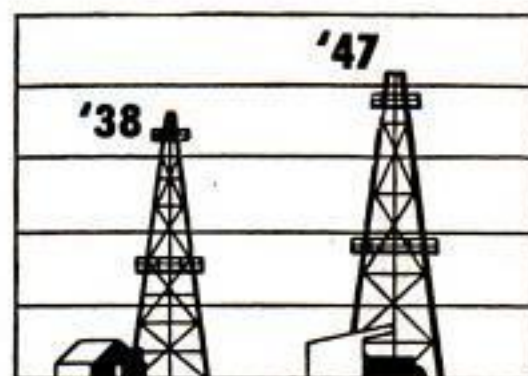
670 Fifth Avenue, New York 19, N. Y.



HERE'S HOW OIL CONSUMPTION HAS INCREASED

To meet increased demand for more cars, more planes and diesel trains, more farm machinery—America's consumption of oil has increased greatly with the years. Over 200 million gallons were produced daily last year to meet your ever-growing needs.

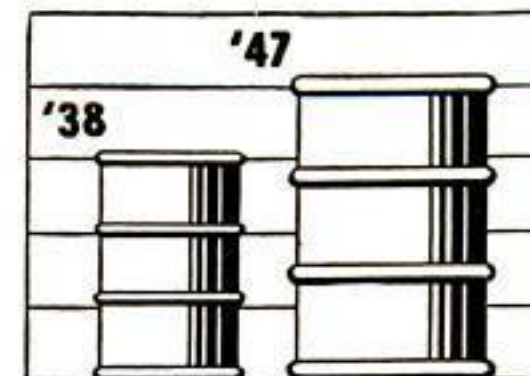
OIL SANDS



In the never-ending search for petroleum, new wells are drilled every day. There are now over 430,000 producing wells in the United States, compared to 369,640 wells in 1938.



More and more workers are needed as oil producers extend the search for new oil deposits. Since 1938, the number of people employed by production companies alone is up 20%.



America's total petroleum output goes higher each year...is today higher than ever. Over 77 billion gallons of crude oil was produced last year...a 53% increase over 1938.

Mary Louise Shine's smile wins recruits for a proud profession!



Mary Louise Shine, R. N., didn't know she was qualifying as a photographer's model when she graduated from the Georgetown University School of Nursing in 1945. But, remembering her cheering smile, former patients won't be surprised at her selection as a Model Nurse. Her picture is appearing now in newspaper and magazine ads, and on billboards all over the country... inspiring young Americans to join the proud nursing profession. A Scarsdale, N. Y., girl, Mary Louise is the recent bride of a Chicago doctor. And she says the tooth paste she buys for her honeymoon apartment is the same brand she always used at home—Pepsodent. Yes, Mary Louise Shine's winning smile is a Pepsodent Smile!

The smile that wins is the Pepsodent Smile!

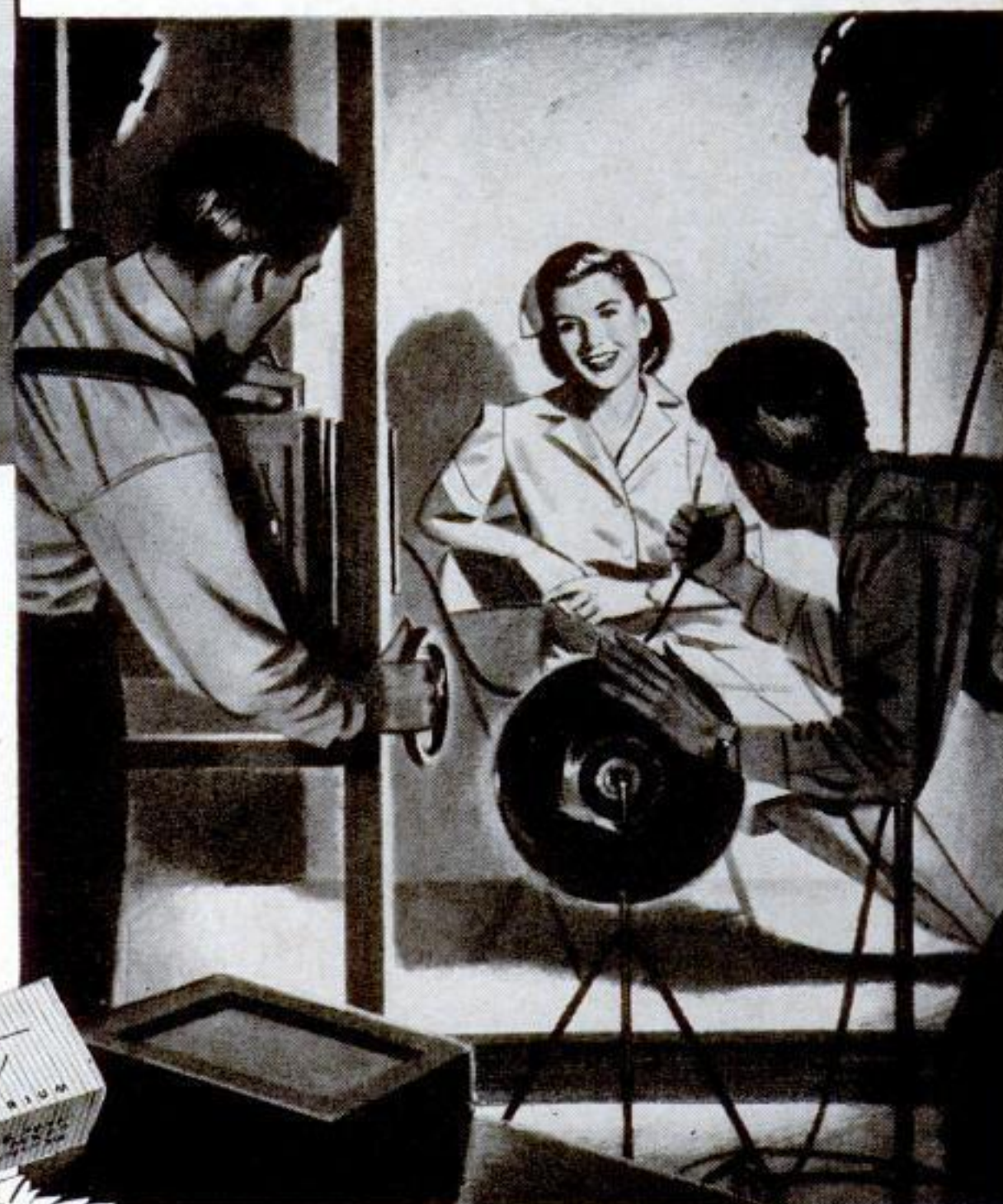
Mary Louise Shine knows it—and people all over America agree—the smile that wins is the Pepsodent Smile! New Pepsodent with Irium is their 3-to-1 favorite for brighter smiles.

Wins 3 to 1 over any other tooth paste

Families from coast to coast recently compared delicious New Pepsodent with the tooth paste they were using at home. By an average of 3 to 1, they said New Pepsodent tastes better, makes breath cleaner and teeth brighter than any other tooth paste they tried. *For the safety of your smile use Pepsodent twice a day—see your dentist twice a year!*



Another fine product of Lever Brothers Company



Do you have a winning smile? If Pepsodent Tooth Paste has helped your smile and career—send your picture and story to Pepsodent, 141 W. Jackson Blvd., Chicago 4, Ill. If used you will receive regular professional model fees.

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LIFE'S COVER

Flying in formation across LIFE's cover this week are 11 Thunderjets, known as F-84s in U.S. Air Force terminology. "F" for "fighter" has now replaced "P" for "pursuit." These jet-propelled planes will do a large share of the fighters' work in the 70-group Force which has been authorized by Congress for reasons set forth in this issue (pp. 34-44) by the retiring Chief of Staff of the U.S. Air Force, General Carl ("Tooey") Spaatz. Some Thunderjet statistics: speed, 600 mph; rate of climb, 535 feet per second; armament, six .50-cal. machine guns and eight 140-pound, 950-mph rockets.

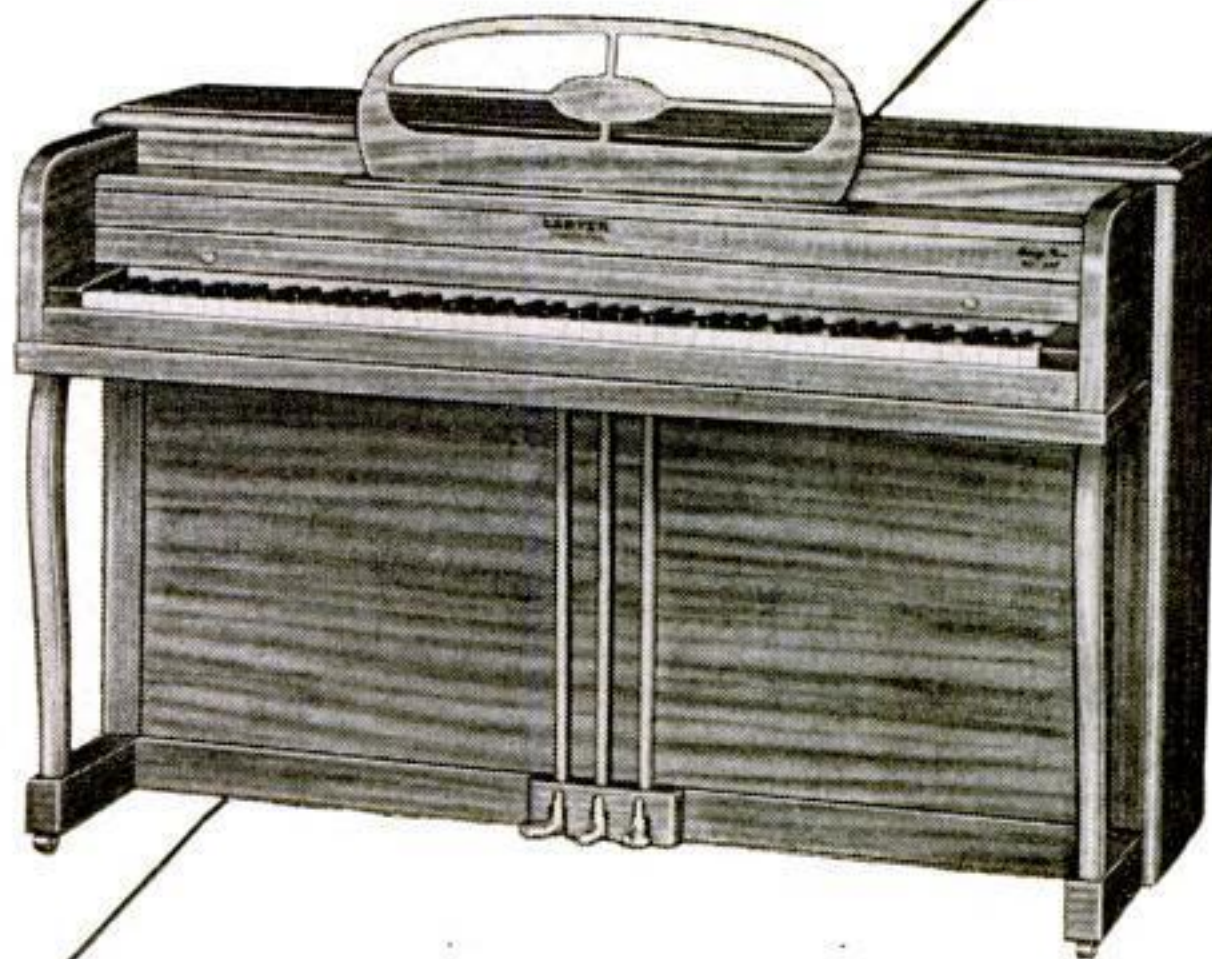


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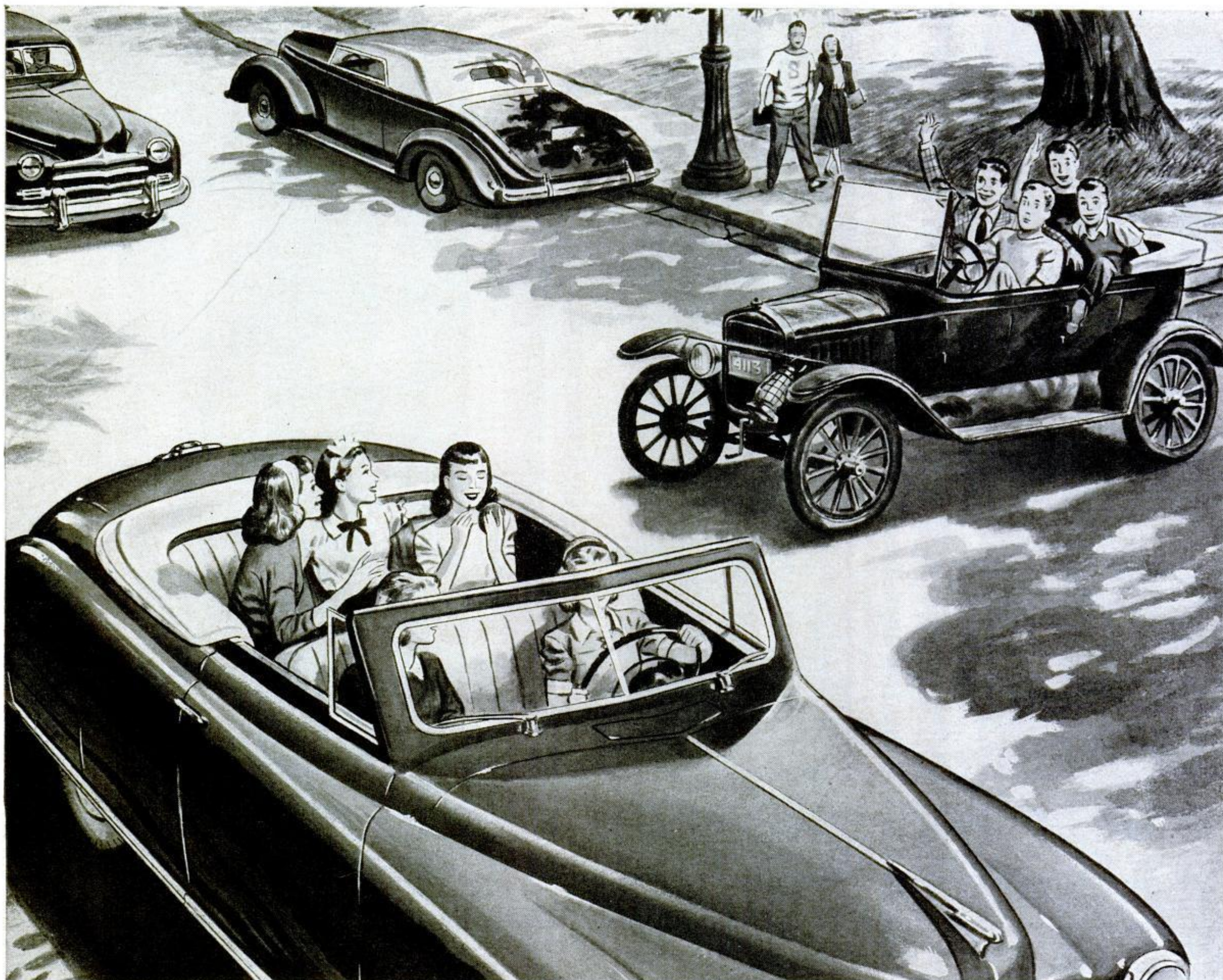
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CANDIDATES AND FAMILIES get together for their first picture as convention ends. Governor and Mrs. Warren are at left, Governor and Mrs. Dewey at right.

The two Dewey boys are, from left, John, 12, and Thomas Jr., 15. The Warren girls are Nina, 14, Virginia, 19, and Dorothy, 16. Three Warren sons were not in Philadelphia.

REPUBLICANS PICK DEWEY AND WARREN

The convention hall was like a circus tent, hot, sweaty, full of the blare of band music and the shoving of crowds. There were 1,094 delegates, by turns tense, delighted, disgruntled or just plain sleepy. There were 1,000 newsmen, darting around with the desperate air of men whose pockets have just been picked, and 10,000 people in the galleries who cheered on their heroes and booed their villains. At times everybody seemed to be moving at once—seeking another vote, raising another banner, trying to make a deal, running down a rumor, hunting for a Coke or an aspirin tablet. Over this frantic

milling the newsreel lights beat down like the noon-day sun and the photographers' bulbs made quick flashes of summer lightning. The television cameras, bringing the scene for the first time to several million laymen in home and bar, swept relentlessly over the hall, catching the delegates' huddles, the speakers' gestures and gulps.

The show moved quickly to its climax. The political horse trades were arranged, the hotel room doors knocked on, the promises made and broken. The lifted eyebrow hinted of favors to be granted or revenge to be taken. Depending on where you

sat, you could hear that Dewey was trying to carry out the will of the people or scheming to blind and blitz the delegates. Stassen and Taft, old enemies, found themselves unaccountably in the same bed.

Then, when the tension was bearable no longer, the end came. The convention chose Dewey, and he stepped up to make a remarkably earnest and humble acceptance speech—which everybody including his old rivals applauded. To run with him the delegates picked Earl Warren. Even the Democrats had to admit that after all the pulling and hauling the G.O.P. had done pretty well for itself.



CANDIDATES STASSEN, MARTIN, DEWEY, TAFT LOOK HAPPY AT WELCOMING PARTY



CARROLL REECE PERFORMS on a jew's-harp at a dinner for national committeemen at the Merion Cricket Club. Watching him at right is Mrs. Worthington Scranton.

WEEK STARTS IN HOLIDAY SPIRIT

The delegates and visitors arrived in Philadelphia in a mood to have some fun before the sweaty work ahead. The candidates not only met each other in good humor but also contributed to the holiday spirit. Dewey's headquarters gave door prizes, free drinks and a fashion show ("This dress would be lovely to wear at tea with Mrs. Dewey at the White House"). Taft supporters had a baby elephant flown in from Columbus; it arrived airsick but performed admirably (*bottom right*). Stassen imported 1,200 pounds of Wisconsin cheese, but the bill was delivered to Dewey headquarters by mistake. Everywhere there were parades, sound trucks, even a visitor with an old Willkie button and one with a button urging "We Want Kinsey." The carnival spirit, engendered partly by confidence in Republican victory and partly by the discovery that Philadelphia water is unpalatable, swept the city. It pervaded the highest ranks of the G.O.P., even moving Chairman Carroll Reece to perform on a jew's-harp (*top right*) and Official Hostess Mrs. Worthington Scranton to indulge in the whimsy of displaying her expert knowledge of the Hawaiian hula-hula (*opposite*).



STASSEN FANS JITTERBUG while one of his older supporters holds Veterans for Stassen poster. Some 8,000 Stassen buttons were flown into Philadelphia each day.



COLLAPSING ELEPHANT slumped many times during convention, was pumped up again with vacuum cleaner. But delegates found its hide too tough for lighted cigars.



TAFT ELEPHANT gets a hand from Ohio's candidate. Elephant was registered at the Bellevue-Stratford Hotel as "Eva Tfat" (Taft spelled backward) but slept outside town.

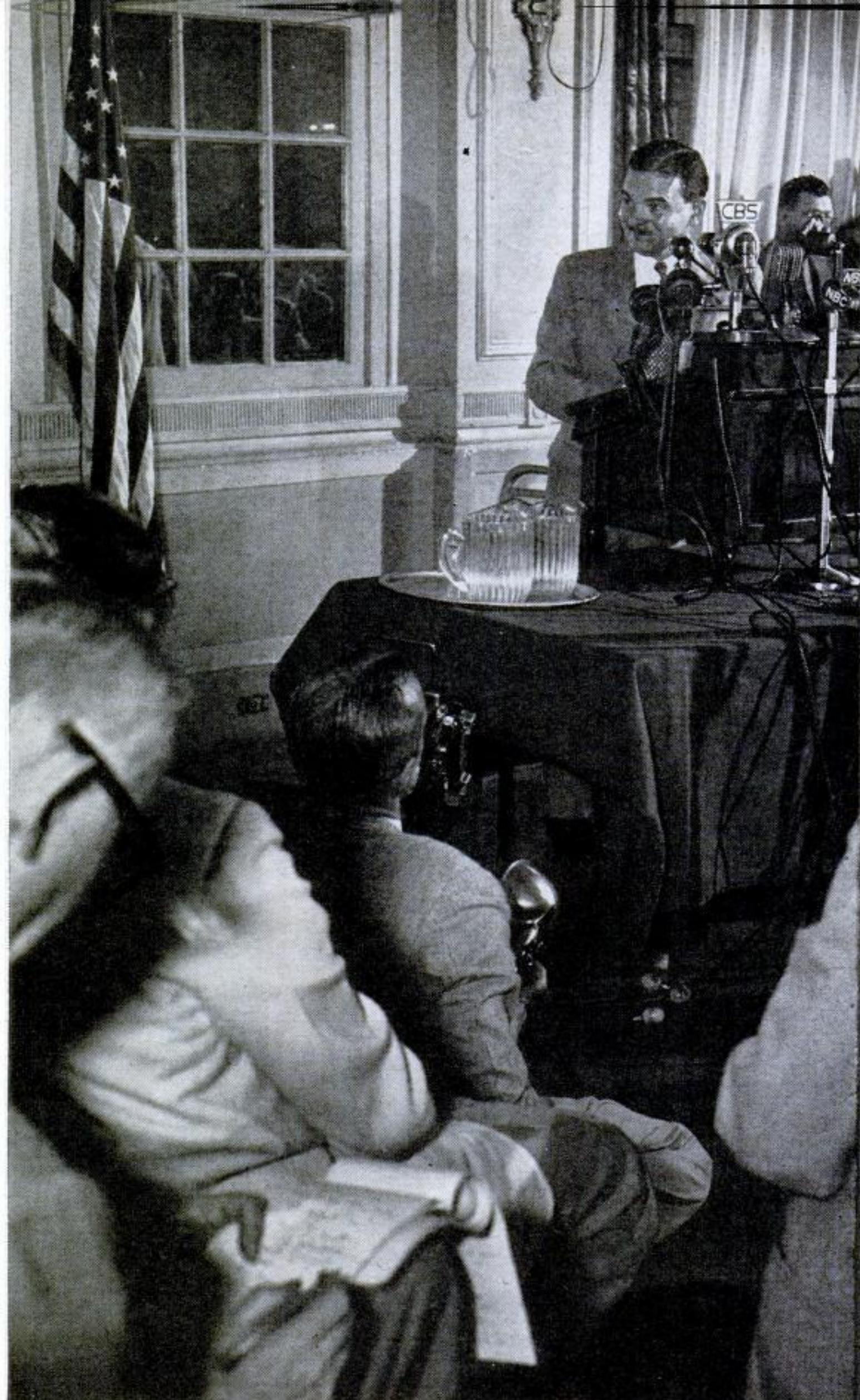


MRS. WORTHINGTON SCRANTON'S HULA livens Reece's party for national committeemen. Mrs. Scranton of Scranton, Pa. is a veteran Republican worker and prominent

socialite and served as official hostess to the convention. She has spent some time in Hawaii, where she says she learned that the hula is done "with the hands, not the hips."



DEWEY'S FIRST COUP was announcement of the support of Pennsylvania's Senator Edward Martin, who withdrew as the favorite son in favor of Dewey before the balloting.



DEWEY'S CONFIDENCE was obvious at LIFE-NBC television show, which was the first press conference ever televised. Senator Martin's support had just been announced.

THE SUPEREFFICIENT DEWEY FORCES BOOST DELEGATES ONTO BANDWAGON

While the sweating delegates turned Convention Hall into a steam bath and all the other candidates feverishly nipped in and out of strategy meetings (pp. 24, 25), the Dewey forces operated with the unperturbed efficiency of an adding machine in a boiler plant. This was not surprising in view of the fact that they had been doing just this kind of work all over the country for two years. The only difference in Philadelphia was that they concentrated their efforts and operated in

THESE WERE DEWEY'S AIDES AT WORK



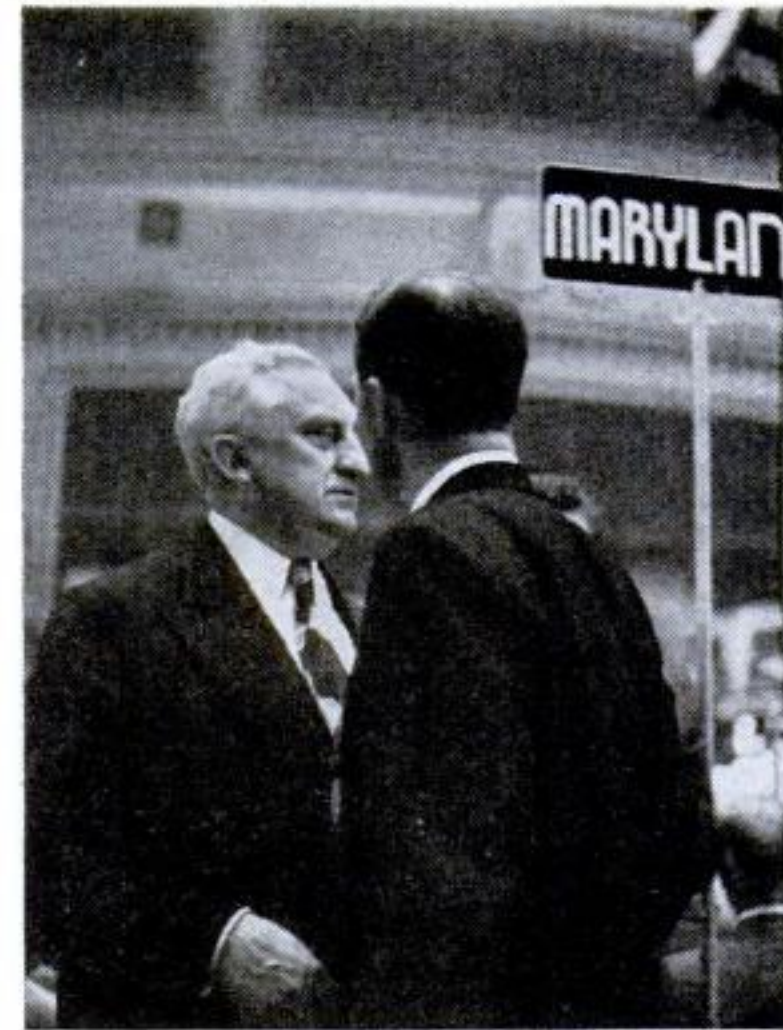
PAUL LOCKWOOD (left), who is Dewey's chief secretary, discusses a radio show with Bill Bond, radio adviser for Dewey.



JIM HAGERTY, Dewey's press chief, reads one of statements that were handed out as each new Dewey gain was made.



JOHN FOSTER DULLES (left, in hotel conference) may be the next Secretary of State. He helped shape foreign policy.



ED JAECKLE stops Barak Mattingly, a Missouri delegate, on floor of the hall. The state gave Dewey 18 votes on second ballot.



DEWEY'S MANAGERS, Herbert Brownell (seated), J. Russel Sprague (shirtsleeves) and Ed Jaeckle (loud tie) make appearance at convention with Alf Landon, Joe Martin.

the open. The doors of the Dewey headquarters were swung wide, and any delegate, especially an undecided one, who wanted to meet the governor had only to ask to be ushered in for a friendly chat. Favorite sons were reportedly given hints of possible positions of importance with the confidence of a group that knew exactly where it was going. While the other candidates in effect pleaded with delegates to take a chance, Dewey forces merely suggested that they put their money



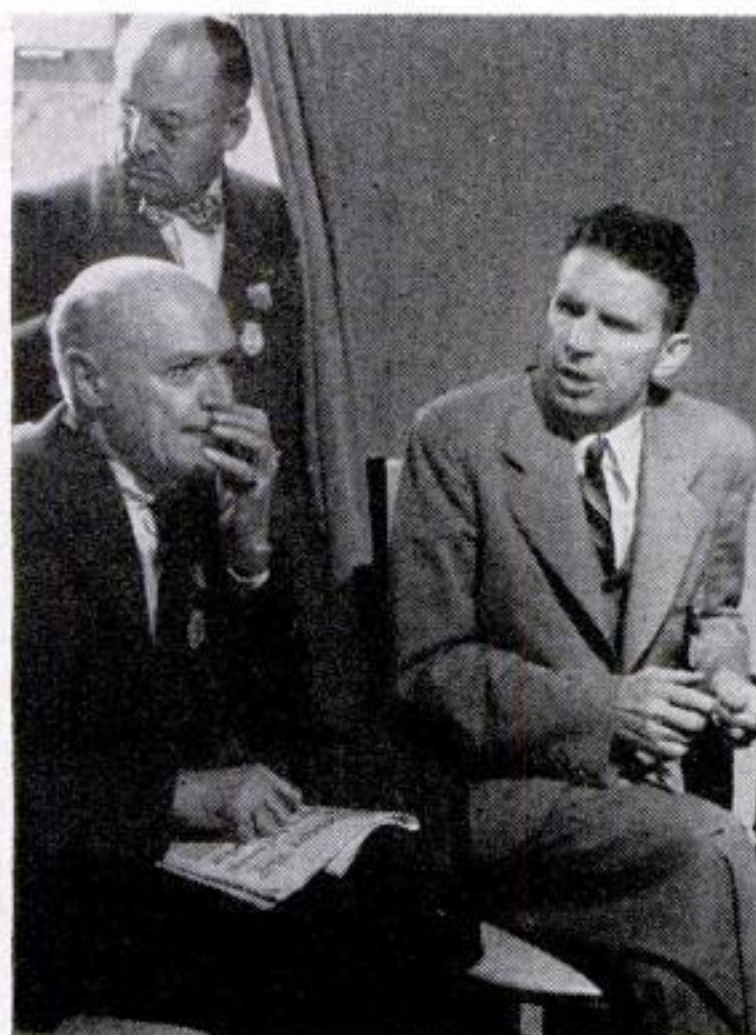
DEWEY'S MARCHERS from Buffalo, N.Y. parade down aisle in tall gray top hats, swallow-tailed coats, striped pants to join Dewey demonstration on the convention floor.

on a sure thing before it was too late for them to be in on the payoff. The contrast between Dewey and the opposing candidates even showed in the floor demonstrations. While Dewey's was beautifully organized (*next page*) it did not bring as much enthusiasm from the gallery as Stassen's or Taft's parade. But Dewey men knew quite well that no applause meter nominates presidents. In two ballots Dewey was so close to a majority that everyone else gave in before the third.

THESE EVENTS HELPED WIN NOMINATION



GEORGIA DELEGATE gets badge after Credentials Committee seated the pro-Dewey instead of the pro-Taft delegation.



JERSEY'S DRISCOLL after state caucus announces he is joining Dewey camp. At left is pro-Vandenberg Senator Smith.



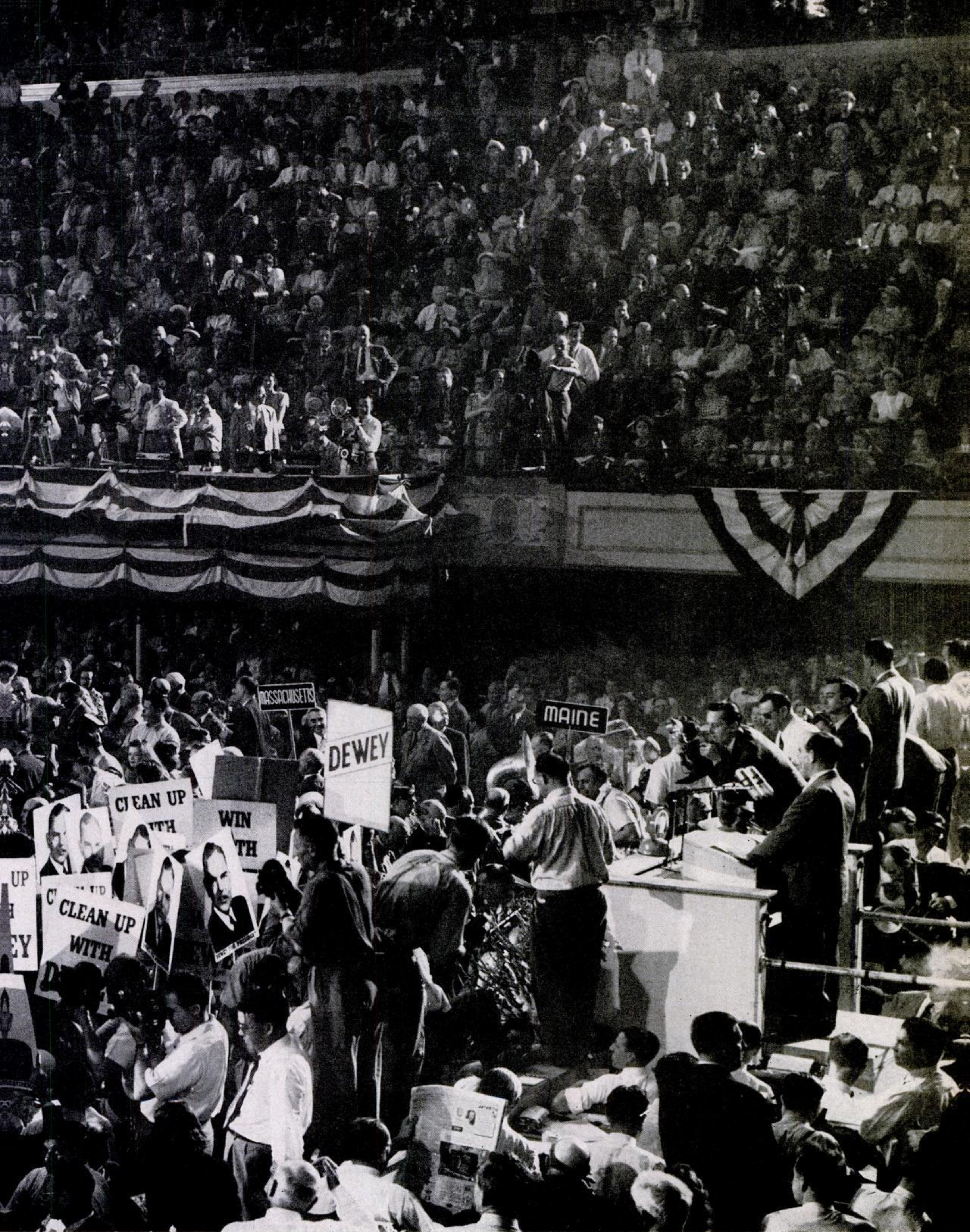
INDIANA'S HALLECK comes out of Dewey's hotel room. Halleck swung Indiana to Dewey 20 hours before balloting.



MASSACHUSETTS' SALTONSTALL talks with Governor Dewey before getting him 17 Massachusetts votes on first ballot.



THE 31-MINUTE DEWEY DEMONSTRATION CHURNS SLOWLY THROUGH JAM-PACKED CONVENTION HALL WITH 400 PLACARDS CARRIED BY THE NEW YORK GOVERNOR'S



SUPPORTERS. CONVENTION CHAIRMAN JOE MARTIN (EXTREME RIGHT) STANDS CALMLY AT THE ROSTRUM WHILE THE GALLERY (BACKGROUND) SITS ON ITS HANDS

THE KEY FIGURE IN A BOOM THAT DIDN'T BOOM



THE VANDENBERGS SIT "alone" on a park bench in Rittenhouse Square. This photographic carnival resulted

when Vandenberg's desperate managers persuaded their reluctant candidate that he should make an appearance.



RESULT of the mob scene at left, as seen in newspapers and newsreels, is Baruch-like picture of the Vandenberg.

STOP-DEWEY MOVEMENT FAILS AFTER A HECTIC ATTEMPT AT AGREEMENT

Governor Thomas E. Dewey's busy buttonholers had not been at work long before the candidates opposed to him realized that only by united efforts could they stop him. The result was the stop-Dewey movement, fervid days of conferences, with candidates ducking down alleys to meet in suites, bedrooms, even kitchens (Taft was late at one of them when he and his bodyguard got stuck in an elevator). But all the conferences were futile because the

candidates could not unite behind one man. Stassen refused to run with Taft and Taft could not get his supporters behind Stassen or Warren. And the most highly regarded dark horse, Arthur Vandenberg, upset his supporters by making not one move to assure those who might have voted for him. When it was all over, one of the candidates pronounced the stop-Dewey movement's elegy: "This was never a realistic thing. . . . It was absolutely impossible."



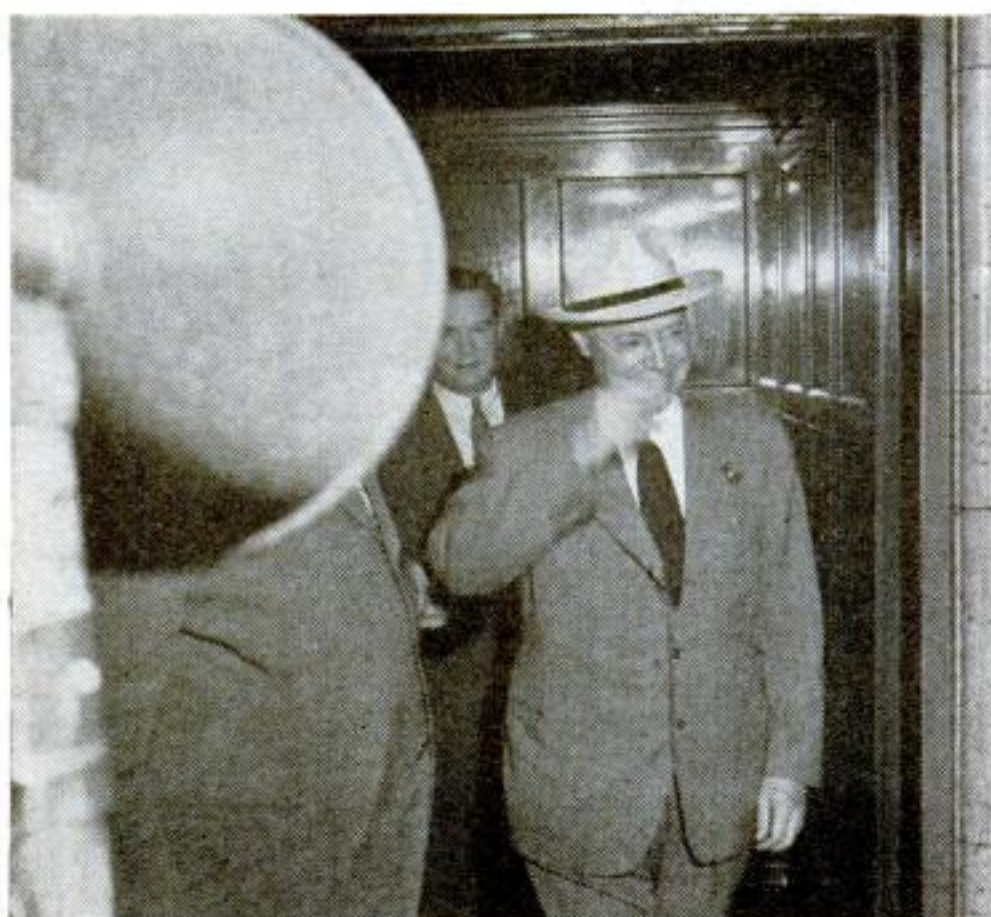
IN SERVICE ELEVATOR, trying to slip out of his hotel suite unobserved to go to an Ohio caucus, Taft is caught at the door by alert reporters, says "We're going to win."



IN KITCHEN of his hotel suite Pennsylvania's Governor Duff, a Vandenberg supporter, discusses strategy with Elder Marshall, another delegate favoring Vandenberg.



IN HALLWAY Michigan's Governor Kim Sigler ducks into stop-Dewey meeting. Said he, "This is like a married woman getting caught going into the wrong bedroom."



TAFT EMERGES from elevator after same meeting. Coalition agreed it had more than a majority of the votes. But the members could not agree on one man for them all.



STASSEN EMERGES from the same meeting. Contrary to popular conception, the meeting room was free from smoke because the conferees indulged only in black coffee.



GOVERNORS EMERGE from same conference. Sigler is at left, Duff at right. Meeting was in apartment of John D. M. Hamilton, manager of Landon's campaign in 1936.



THE STOP-DEWEY CAMPAIGN ENDS in this telephone booth in 102° heat of Convention Hall. Here Governor Kim Sigler, who nominated Vandenberg, and Ar-

thur Summerfield (*right*), who was a manager of unofficial Vandenberg headquarters, try to confer in privacy and make a phone call, probably to Senator Taft or even

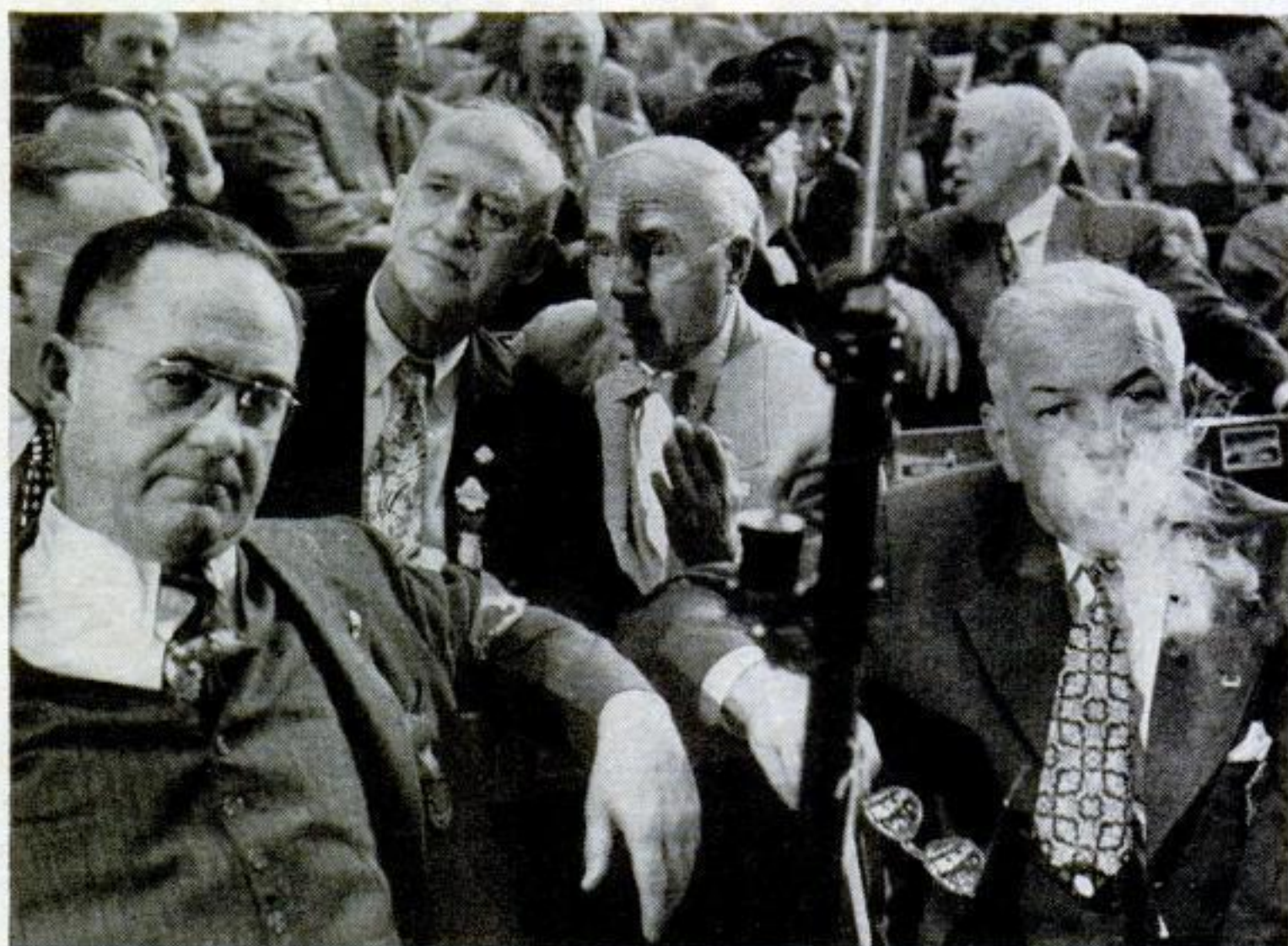
Senator Vandenberg himself. But by this time it was too late. Shortly after this Governor Sigler stepped onto the rostrum and released Vandenberg's delegates to Dewey.



SURROUNDED BY DEBRIS left behind after one of the convention's uproarious parades, these delegates are near collapse although a few can still stand up and chirp feebly.

Convention CONTINUED

PERSPIRING DELEGATES STAND UP



DEEP IN GLOOM at the prospect of Senator Taft's defeat, delegates from Ohio are silent and letdown. On the right, Governor Thomas J. Herbert morosely puffs a cigaret.



NEW ENGLAND DELEGATES FROM MAINE (FIRST TWO ROWS), VERMONT (NEXT ROW) AND MASSACHUSETTS (FOURTH ROW) SWELTER THROUGH THE KEYNOTE SPEECH



BEATEN GENERAL, Floor Manager Arthur Summerfield of the Vandenberg forces, listens to the second ballot.



MICROPHONE-HATRACK does double duty in Iowa delegation's section between bursts of oratory and voting.

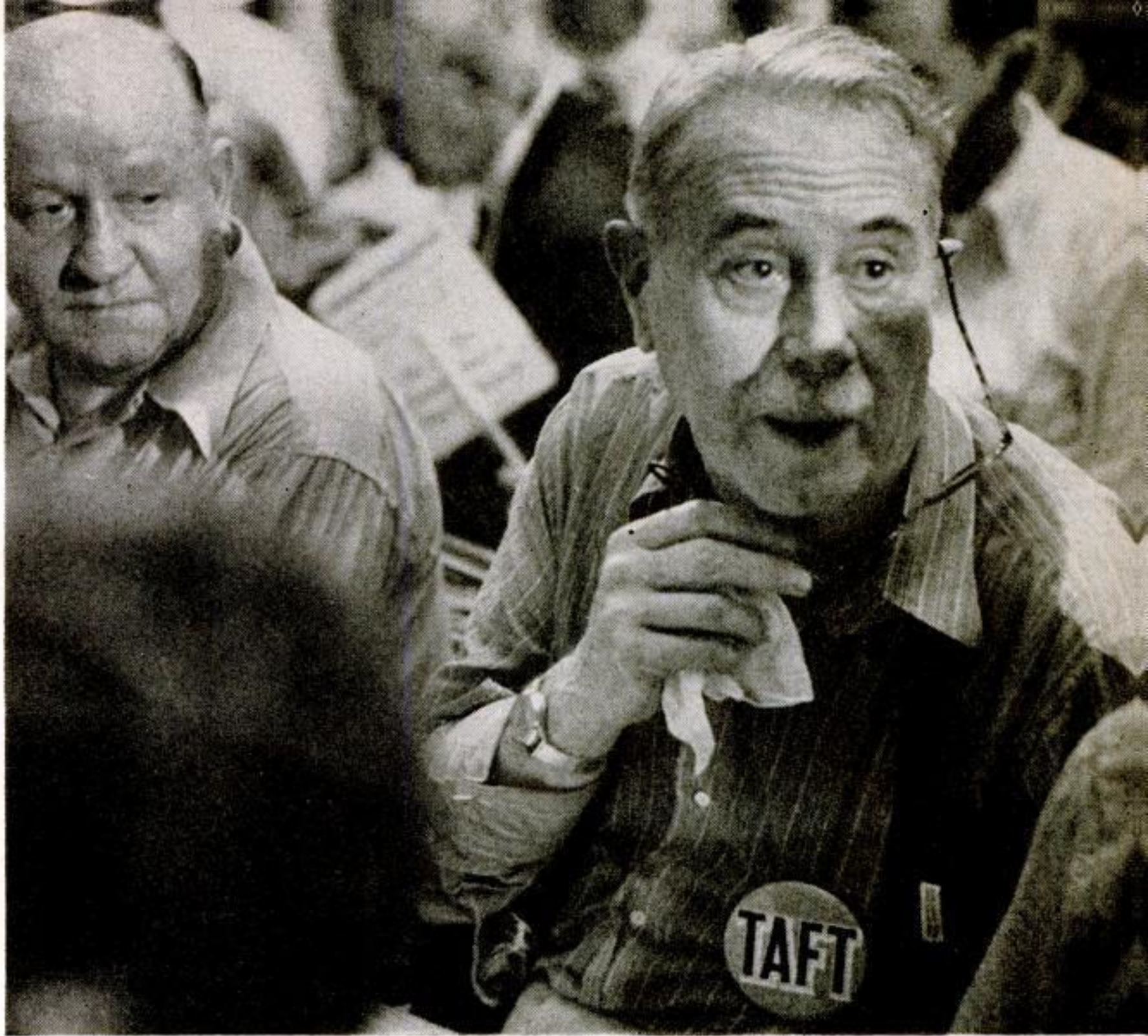


WEARY PAGE GIRL, one of scores hand-picked for agility and decorative value, eyes rostrum between errands.

UNDER BLASTS OF HEAT AND ORATORY



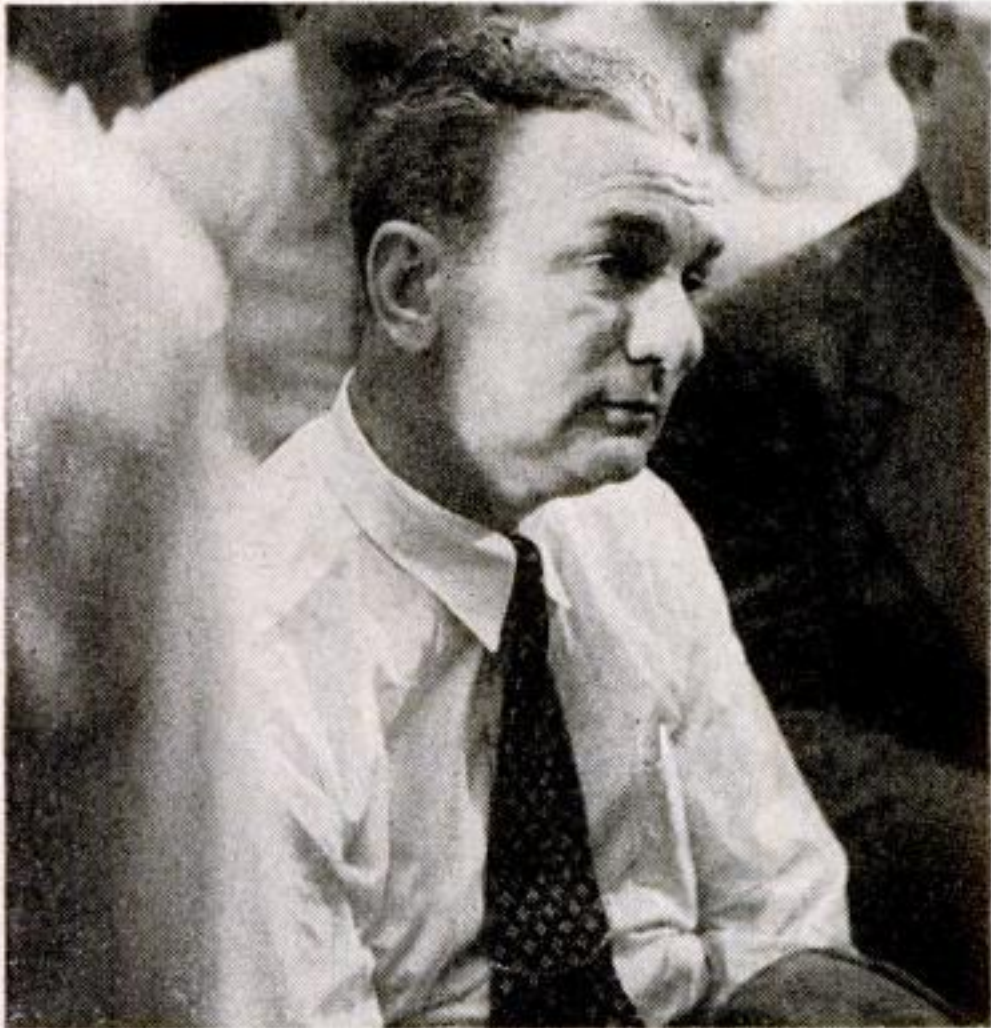
TOWEL-DRAPED DELEGATE is Philip Rosenbloom, Indiana. When organ played *Star Spangled Banner* before final ballot he began to sing so loudly everyone joined in.



PUBLISHER-DELEGATE Colonel Robert McCormick of the arch-Republican *Chicago Tribune* removes his sweat-fogged eyeglasses to get a good look at the proceedings.



SIGHTSEEING NURSES FROM PHILADELPHIA GENERAL HOSPITAL OPPOSITE CONVENTION HALL TRY TO CATCH WARREN BUTTONS TOSSED UP FROM FLOOR INTO GALLERY



DISAPPOINTED CANDIDATE Charles Halleck of Indiana had hopes of getting vice-presidential nomination.



DOWNCAST DELEGATE, who has heard too many nominating speeches, steels himself as he listens to another.



SWEAT-SOAKED SECRETARY keeps on with her job in the 102° temperature of the crowded convention floor.



BREAK IN THE VOTING comes from Connecticut delegation, shown above as it holds a tense caucus on question of sticking with its Favorite Son Raymond Baldwin (far right) or allowing its pro-Dewey members to break away. Delegation decided to switch its vote just as second ballot was being counted. The decision came too late to be tabulated then but made it clear that Dewey had ample strength to win on third ballot.



THE CLINCHER comes when California caucus (above) gets message, immediately before start of third ballot, that Governor Warren has abandoned his candidacy for the top spot. Delegation's chairman, Senator Knowland, then rushes to platform (below) to announce he will switch to Dewey. Also lined up on platform, knowing that the fight is over and ready to make a dramatic surrender, are Stassen and Michigan's Sigler.



Convention CONTINUED

ALONG WITH A NEW TICKET G.O.P. GETS NEW PLATFORM

Before it chose its nominees last week, the Republican convention carefully hammered out, plank by plank, a new party platform. On the domestic side the platform was based firmly on a solid groundwork of free enterprise. On foreign issues it was a remarkably sturdy structure which showed no traces of the old isolationism. The following are significant excerpts.

THE REPUBLICAN PARTY'S PLEDGE

We pledge an attack upon the basic causes of inflation, including . . . 1) progressive reduction of the cost of government, 2) stimulation of production as the surest way to lower prices, 3) fiscal policies to provide increased incentive for production and thrift, 4) a sound currency, 5) reduction of the public debt.

Small business . . . must be encouraged through aggressive antimonopoly action, elimination of unnecessary controls, protection against discrimination, correction of tax abuses . . .

Government's chief function [in the field of labor] is to promote goodwill, encourage cooperation and . . . to be impartial, preventing violence and requiring obedience to all law by all parties involved.

Housing can best be supplied and financed by private enterprise, but government can and should encourage the building of better homes at less cost.

We urge extension of the Federal Old Age and Survivors' Insurance Program and . . . strengthening of programs to provide more adequate hospital facilities . . . to advance maternal and child health and generally to foster a healthy America.

Lynching . . . is a disgrace to any civilized state and we favor the prompt enactment of legislation to end this infamy.

We pledge a vigorous enforcement of existing laws against Communists and enactment of such new legislation as may be necessary to expose the treasonable activities of Communists.

We propose the maintenance of armed services . . . which will insure our national security and the achievement of effective unity in the Department of National Defense so as to insure maximum economy . . . and maximum effectiveness in case of war. We favor sustained effective action to procure sufficient manpower for the services.

With neither malice nor desire for conquest, we shall strive for a just peace with all nations.

Within the prudent limits of our own economic welfare, we shall . . . assist other peace-loving nations to restore their economic independence. . . . We shall insist on businesslike and efficient administration of all foreign aid.

We welcome and encourage the sturdy progress toward unity in Western Europe. . . . We shall pursue a consistent foreign policy which invites steadiness and reliance and which thus avoids the misunderstandings from which wars result.

We shall support the United Nations . . . striving to strengthen it and promote its effective evolution and use.

We pledge to Israel full recognition, with its boundaries as sanctioned by the United Nations. . . .


We will foster and cherish our historic policy of friendship with China and assert our deep interest in the maintenance of its integrity and freedom.

We shall support the system of reciprocal trade and encourage international commerce.

We pledge that . . . all foreign commitments shall be made public and subject to constitutional ratification.

NOMINEE DEWEY'S PLEDGE

In putting down these words, did the Republicans mean what they said? Would their nominee support the pledge? Said Dewey as he faced the men who had chosen him: "Our platform proclaims the guideposts that will mark our steadfast and certain endeavor in a fearful world. This magnificent statement of principles is concise and to the point. You unanimously adopted it. I proudly support it. . . . After Jan. 20, it will be the cornerstone of our Republican administration."



AS HUSHED AUDIENCE WAITS FOR HIS WORDS,
DEWEY STEPS UP TO ACCEPT THE NOMINATION

BOOM ON THE FOURTH

THE ENERGY RELEASED IN JULY 1776 IS STILL WORKING ITS MANY MIRACLES

In July of 1776 the American people, as individuals standing on their inalienable rights, seized control of their own life energy. By tradition we celebrate this fact on July 4, although the official Act of Independence was actually adopted on July 2, while the Declaration itself was not signed until a month later on August 2. But whatever the truth about dates, one fact remains incontestable: Americans have done more with their life energy since the original Fourth of July than any other people any time, anywhere. They were still at it as July 4, 1948 approached. For better or worse a three-year-old boom had started a new climb in May and June; materially we were doing okay.

In terms of the numerical abstractions which economists invoke to describe economic well-being, the U.S. production index in May was at 190 (1936-39 baseline: 100). The "gross national product," that curious statistical amalgam of goods and services, gushed forth at the annual rate of 244 billion dollars (\$244,000,000,000.00) during the first months of 1948; it was headed, so the prophets predicted, for an all-time high of 260 billion dollars (\$260,000,000,000.00) by the end of the year. Even the stock market, which had discounted the hum of factory and farm as mere transient euphoria as far back as 1946, had changed its mind about the "inevitable coming depression." The Dow-Jones average for industrial stocks had dropped to 165 in March of 1948; last month the average went above 190, and even the depressed railroad stocks had broken through to new highs.

Diesels and Freights

Behind the Federal Reserve and the Dow-Jones abstractions there were the freight-car loadings (up by some 5,000 cars a week over June of 1947). New diesels roared across the landscape; the Pennsylvania alone was spending \$149 million for new equipment including 374 diesels. At the Harlem River freight terminal 1,000 freight cars moved in and out daily. Three hundred and ten ore freighters were busy on the Great Lakes, their captains hoping to beat their carrying records of last year, when 93,248,000 gross tons of iron ore came out of the U.S. earth and moved to feed a steel capacity of close to a hundred million tons.

To fuel the clangorous engines oil was flooding out of U.S. wells at the daily rate of 5,492,350 barrels by the middle of June. The gushing of new oil had created the "land of the Big Rich" in a region stretching from Kansas and Louisiana to Albuquerque and El Paso. In Houston, Texas more than a hundred multimillionaires watched their skyline change week by week as oil (along with beef and cotton) produced a rich deposit of steadily mounting cash. Even the tidal domain was ripe for the tapping; in May, Humble Oil drilled its first "open sea" well, 8 miles southeast of Grand Isle, La. and 7,000 feet beneath the floor of the Gulf of Mexico. New pipelines crisscrossed the nation as the oil and gas industries gobbled up steel pipe as fast as it could be produced.

The home production in metals and fuel, although at peak proportions for peacetime uses, still failed to cover a margin that included the export trade. With only 7% of the world's popu-

lation the U.S. reached out for the oil of Venezuela and Iraq, the chrome of Turkey, the tin of Bolivia. To justify this gutting of raw wealth from beyond the seas something had to be plowed back for the other 93% of the world's people—and the \$5 billion for the first year of the Marshall Plan might be written down as an instalment on a new, if admittedly makeshift, type of international reckoning. The wheat of Kansas was ready to play its part in the succoring of a hungry humanity as it sprouted forth at bumper proportions for the seventh successive year. Even the bees were stirred to new pollination records; and an item in the *Wall Street Journal* reported a fantastic overproduction of honey.

New businesses boomed in 1948. Television was on the way up, with 164,000 receiving sets made in the first four months as against 180,000 for the whole of 1947. In parts of the nation the construction of industrial plants was just beginning; in the West and Southwest man was busy altering his environment with all the zest of the new pioneer (pp. 63-81).

Homes at a Price

Quite aside from factory construction the U.S. was in the midst of its greatest housing boom—and this despite the caterwaulings about high prices. Two hundred and fifty-four thousand homes were started in the first four months of 1948, 90,000 of them in April alone. The total number of homes to be launched this year should run between 875,000 and a million. Last year 855,000 homes were started; 935,000 were completed. Altogether a million Americans expect to buy houses this year.

With production records falling all over the place consumption was naturally up in 1948. On top of its solid achievement the boom had its aspects of fleshly physicality. The book trade was doing badly and the movie industry was limping, but the cookie business was wonderful. As George H. Coppers, head of the National Biscuit Company, said, "When people

are buying crackers they are also buying steel"—and he might have added a tag about vice versa.

The U.S. people weren't drinking as much alcohol per capita as their ancestors, but they were going for lighter beverages in a big way; the 1947 consumption of carbonated beverages was 18 billion bottles, which figures out at 125 bottles for each man, woman and child.

With 59 million at work in May the money for shopping raced valiantly to keep pace with prices. In May of this year Macy's New York stores had three \$1 million sales days—the first time in Macy history that daily sales had topped the \$1 million mark outside of the Christmas holidays. Shoes were off, but above the ankle women had more clothes than ever. There were, for example, 37,342,000 dozen pairs of nylons and part-nylons sold to U.S. women during 1947.

Dressed up as she was, the American woman needed places to go and automobiles to take her there. The 1948 automotive production rate was about 5% ahead of that of 1947, when 4.8 million cars and trucks were manufactured. Inasmuch as 5.4 million motor vehicles were made in 1929, it would be surprising if 1948 turned out to be Detroit's banner year. Such a surprise, however, if achieved, would hardly be comparable to what happened last year to the "obsolescent" U.S. bicycle industry when 2.7 million bikes were made, more than ever before.

Strangely enough the buying spree did not mean the U.S. people had gone spendthrift, even though consumer credit was increasing at the rate of 3% a month. For in 1948 people were saving at the rate of \$13 billion a year. To capture some of this money, gold-mining companies were offering bottled gold dust at \$40 an ounce, \$5 over the U.S. Treasury price. But the bottled-gold trade, although legal, had not caught the imagination of the U.S. people. Many of them preferred to invest their savings in a variety of burgeoning industries, including home-hair-dryer factories and oyster companies using a new mechanical oyster shucker capable of opening 1,500 oysters an hour.

Year of the Grouse

The material promise of that release of energy on July 4, 1776 is certainly borne out by the record of July 4, 1948. And, since energy could hardly be unleashed on the prodigal modern U.S. scale without considerable mastery of abstract relationships, it would be silly to argue that our material progress has been made at the expense of less tangible values. It is probably true, however, that we have fallen short spiritually in the midst of our quest of the physical boom. By comparison with 1898, 1948 was a year of the Great Grouse. What this country needs, says a radio commentator, is a good five-cent psychiatrist. Well, maybe it does. But with production flourishing maybe we should count our blessings—and go on from there to conquer in other realms. Life, liberty and the pursuit of happiness, the famous triad of 1776, demand more than material underpinnings, but that is no reason for crying that trains and oil wells and oyster shuckers have done us in.

IN NEXT WEEK'S ISSUE

A LIFE Round Table on THE PURSUIT OF HAPPINESS

In the Declaration of Independence Thomas Jefferson asserted the three "unalienable rights" of "Life, Liberty and the pursuit of Happiness." In the past 172 years Americans have magnificently realized their rights to life and liberty.

But what of the pursuit of happiness? How have Jefferson's heirs succeeded in realizing this third human "right?" How intelligently have Americans pursued happiness?

To answer these questions LIFE gathered together a round table of 18 eminent Americans—each of them qualified in some way to speak on the pursuit of happiness. The report of their findings will appear in the July 12 issue of LIFE.



Cutaway views to show "Mid Ship" Ride . . .



. . . "Hydra-Coil" Springs . . .

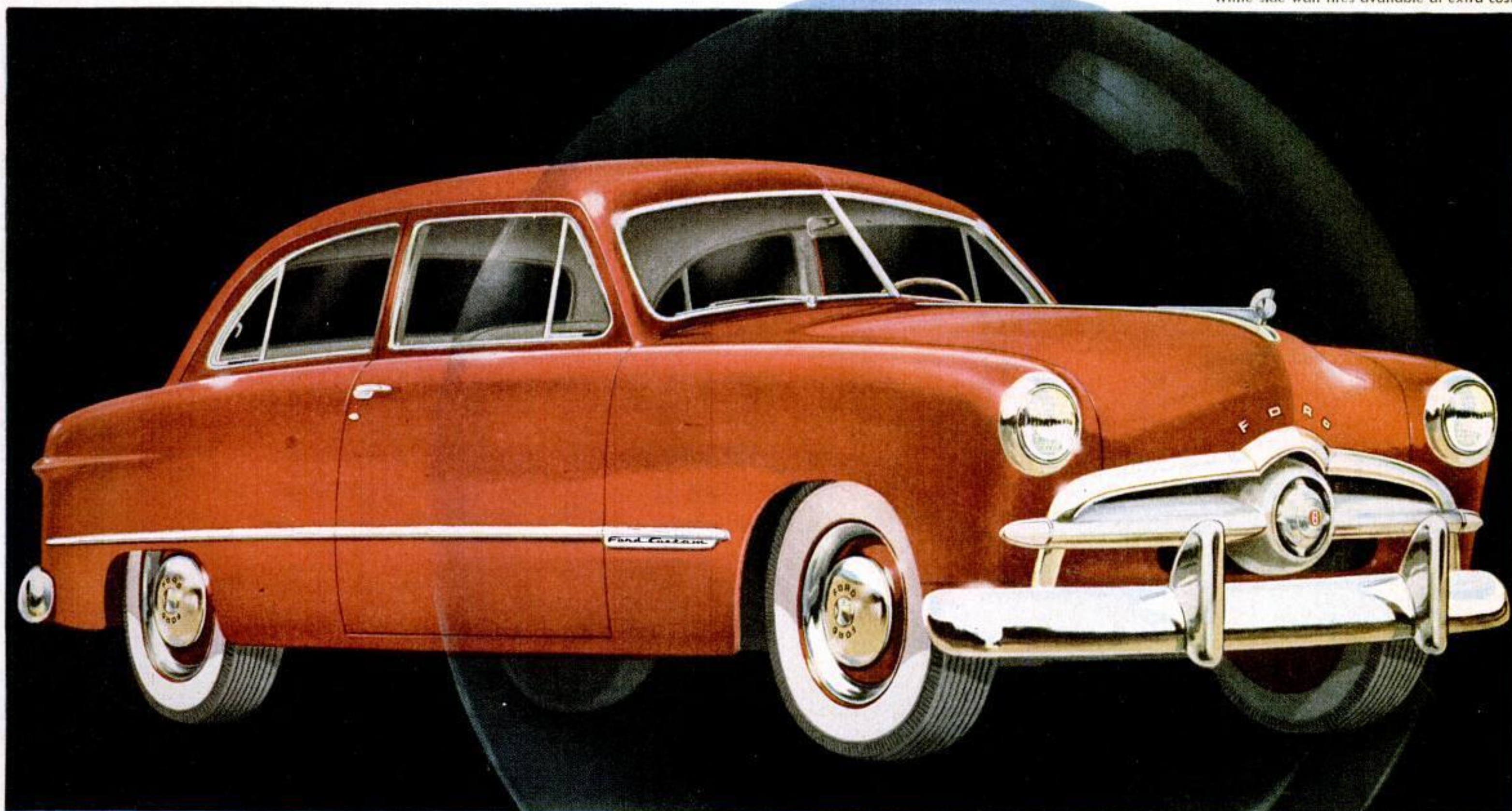
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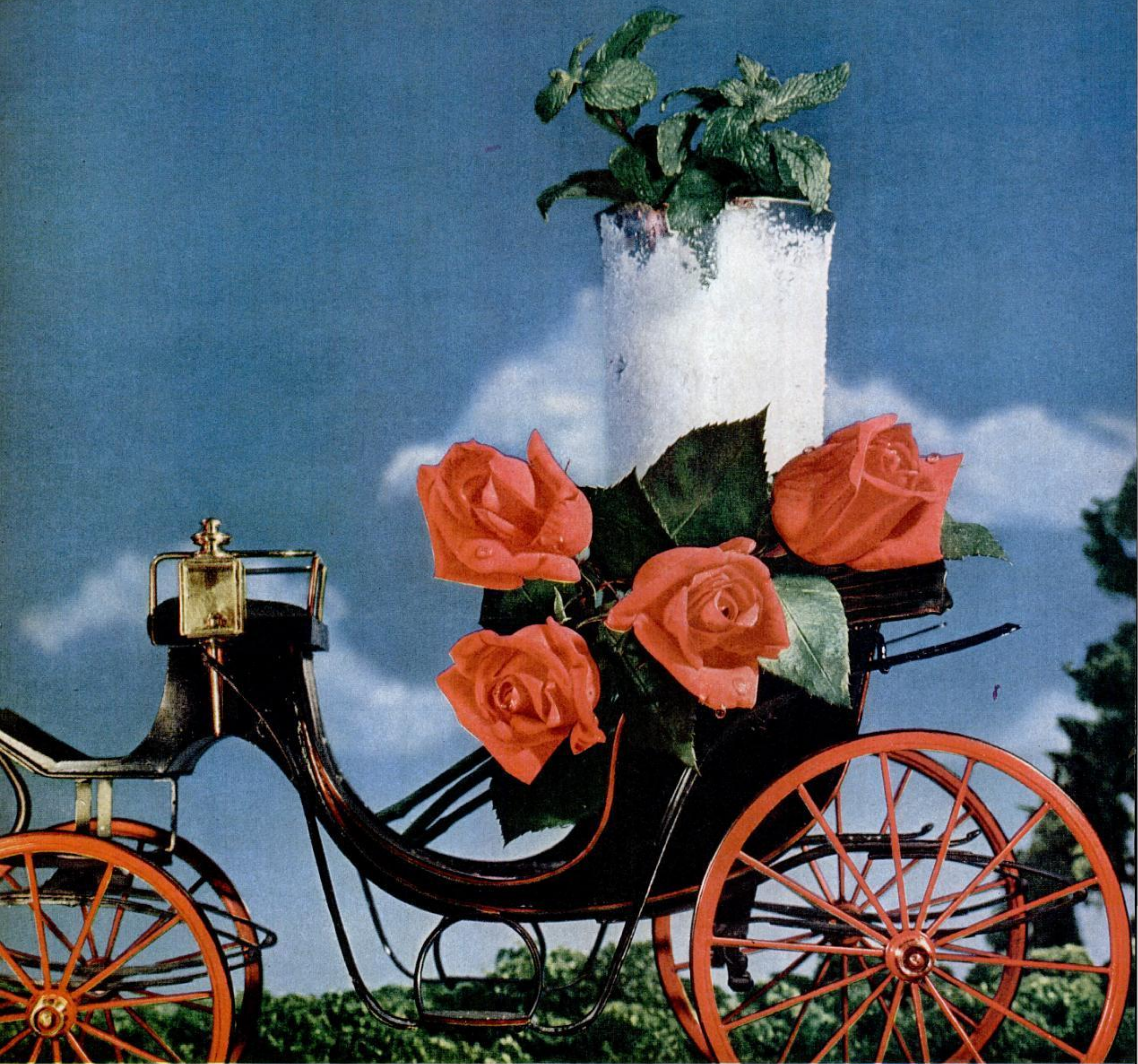


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Ambassador from Dixie

HERE, in all its glory, is the Southland's gracious contribution to man's enjoyment on a mid-summer afternoon . . . a Four Roses Mint Julep!

However fine other Juleps may be, none possess quite the same magnificence nor the distinctive flavor of those made with *this* matchless whiskey.

Recipe for the perfect Mint Julep:

1. Cover a few sprigs of fresh, tender young

mint with powdered sugar and a little water.

2. Crush the mint (or simply stir it).

3. Place the mixture in bottom of tall glass, and fill with shaved ice.

4. Pour in Four Roses until glass is full.

5. Garnish with mint; let stand till frosty. Now settle back and enjoy yourself.

Fine Blended Whiskey—90.5 proof. 40% straight whiskies, 60% grain neutral spirits. Frankfort Distillers Corp., N. Y.

FOUR ROSES



AMERICA'S MOST FAMOUS BOUQUET





SWEDISH ROYAL FAMILY AND DUKE CHARLES D'OTRANTE (ON HORSEBACK) TAKE CHEERS OF STOCKHOLM CROWDS WATCHING OLD KING'S BIRTHDAY PROCESSION

A DUKE UNHORSED

Gustaf's equerry faints in saddle, but king at 90 says he feels fine

Sweden's enduring King Gustaf celebrated his 90th birthday June 16 with a state procession through Stockholm. Seated between the king and his widowed daughter-in-law, Princess Sibylle, was her son, 2-year-old Prince Carl Gustaf, facing the Crown Prince of Sweden. The royal landau was attended by the king's equerry, Duke Charles-Louis D'Otrante, 71, erect on his horse (*above*). The duke suddenly swayed, fainted and fell back-

ward into the arms of some spectators who eased him out of the saddle. All this happened just in front of St. Erik Hospital, where the duke was treated for a sprained back. Later he attended a ceremonial dinner. Great crowds assembled crying, "*Ve vill se vaaran kung*" ("We want to see our king"). Gustaf duly appeared and, winding up an arduous 15-hour day, told anxious aides, "My legs are just a bit weak, but otherwise I feel fine."

POLICEMAN RUNS UP AND THE DUKE'S WELL-TRAINED STEED STANDS BY AS SPECTATORS QUICKLY JOIN HANDS AND REMOVE UNCONSCIOUS EQUERRY FROM HORSE



WORLD AIR ORDER OF BATTLE

LIFE



GENERAL SPAATZ, THE U.S. AIR FORCE'S FIRST CHIEF OF STAFF

General Carl ("Tooe") Spaatz has had more experience as an air operations commander than any other American. He was with Eisenhower in North Africa, headed the U.S. Strategic Air Forces in Europe and was commander of the U.S. Army Strategic Air Force in the Pacific. In this last post he commanded the forces which dropped the first atomic bomb. This week, after 34 years of service as an Army officer, General Spaatz retires as Chief of Staff of the U.S. Air Force. The article in this issue, the first of two

prepared with Senior Writer Charles J. V. Murphy for LIFE, is his first comprehensive statement to the American public on the principles of air strategy and the meaning airpower has for this country in the atomic age. In the picture above, General Spaatz is standing before the World Air Order of Battle chart in the U.S. Air Force headquarters at the Pentagon in Washington. Beyond the edges of the picture on either side is the highly secret data summarizing the military air strength of all the nations of the world.

IF WE SHOULD HAVE TO FIGHT AGAIN

America's top operational airman analyzes the air lessons of the last war and explains why airpower alone can bring victory to the U.S. in the next

by CARL SPAATZ

General, U.S. Air Force, Retired

HOWEVER much the American people may otherwise be divided regarding their proper role in the world, in one important respect at least they have finally made up their minds. Believing in and supporting the United Nations, yet conscious of its frailty, they have begun to rearm on a massive scale; and in rearming they have turned from seapower to airpower as the hard core of what the President's Air Policy Commission, headed by Thomas K. Finletter, has called a new strategic concept for the defense of the United States.

That is the meaning, it seems to me, of the recent legislation in Congress authorizing a 70-group Air Force, despite Secretary of Defense Forrestal's original recommendation of only 55 groups.

An old airman, scarred by a lifetime struggle to escape from the dead hand of the past, might be tempted to put down this event as a belated vote of confidence in the Wright brothers. Yet in a larger sense it inaugurates a tremendous new era in American strategy. By Congress' action the principle of an air force second to none now becomes the main pillar of the American defense structure. And what is even more important from the airman's point of view, the force which is thus brought into existence will be laid down in accordance with airmen's specifications.

The public, I believe, has accepted the case for airpower without inquiring too deeply into the fine points of modern warfare, and since the debate over the effectiveness of airpower still goes on inside the services, I have undertaken to set forth here just what we airmen had in mind in asking for a 70-group Air Force and why we think that the Air Force has a dominant role in the future.

Is there really such a thing as the airman's view and is it essentially different from anybody else's?

There is—though it has nothing to do with a faraway look in the eyes, the novelist's stock characterization of the airman. Nor is it related to his particular religion, philosophy or other general ideas in his head. The one which all airmen share in common and which is not common to any other group is an acutely developed sense of the time-space factors of power, or what might be called "geography in time."

The airman, when he pictures the world in his mind's eye, visualizes a geography untrammelled by the conventional barriers of land and sea, mountain and desert. He thinks of nations as being disposed over a continuous curved plane, of which the most remote point is only 40 hours from any other point—at B-29 speed of more than 300 mph. This mobility of the airplane has revolutionized the whole methodology of war. It has opened a direct path to the centers of the enemy's means and will to fight, to his cities and factories, to his systems of communication and his economic structures, to the very heart of his society.

Thinking of war in such terms, the airman is something of a revolutionary. Even now, the lessons of the last war notwithstanding, the older services tend to look upon him as a bit of a mountebank peddling the gold

brick of easy victory through airpower. Some men of influence and long experience in military affairs continue to hold that, because airpower in the last war did not by itself force the capitulation of our enemies and because its effects in certain instances were blurred and inconclusive, it would be a calamity to place too much confidence in it as the decisive weapon. This is the core of the argument for the so-called "balanced force" based upon quantitative equality, or fixed ratio, rather than upon a scientific balance in terms of a given military task.

Because the last war saw the weapons of all services employed in profusion, one may argue the exact degree of contribution made by strategic bombing to the final decision. I believe, however, that the fundamental lesson of the war in terms of airpower was expressed in two sentences by the United States Strategic Bombing Survey after an exhaustive study of the first major victims, Germany and Japan: "... Even a first-class military power ... cannot live long under full-scale and free exploitation of air weapons over the heart of its territory For the future it is important fully to grasp the fact that enemy planes enjoying control of the sky over one's head can be as disastrous to one's country as its occupation by physical invasion."

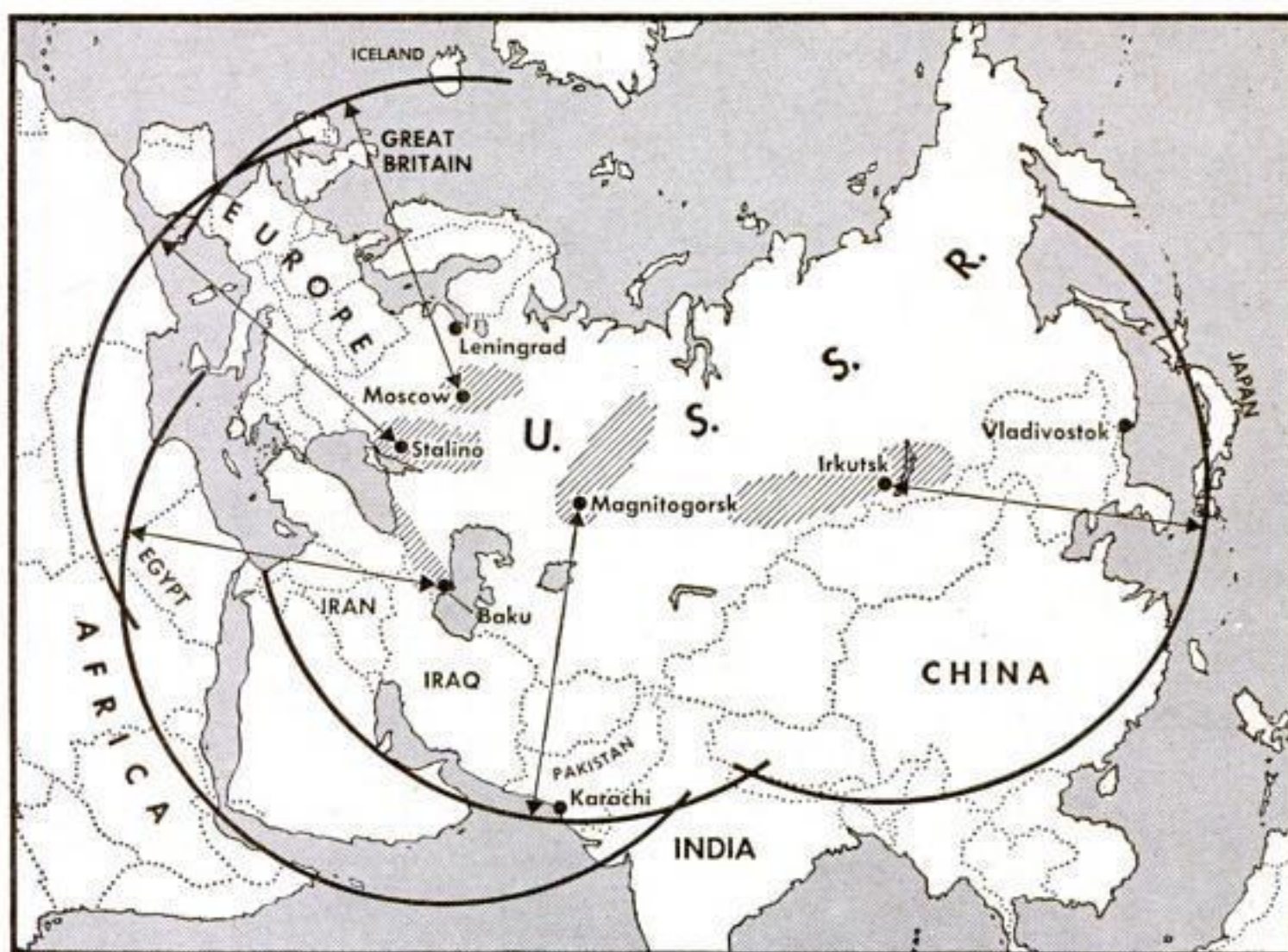
True, the war against Germany was fundamentally an infantry war supported by airpower, just as the war against Japan was fundamentally a naval war supported by air. No useful purpose would be served now by refighting these wars as the airman might have wished to fight

them. One point, however, might well be noted in passing. Had the revolutionary potentialities of the strategic air offensive been fully grasped by the men running the war, some of the fateful political concessions made to hold the Russians in the European war and to draw them into the Japanese war might never have been made. The effect of these concessions was to reestablish Russia, after long absence, in Manchuria, the Kuriles and Sakhalin. There is irony in the fact that before the bargain was struck the capture of the Marianas had laid open the Japanese home island to a deathblow from the air by bombardment and blockade—without the help of the Soviet Union.

I arrived in the Marianas in July 1945, after the German surrender, to take command of the final air offensive against Japan. Far out in the Pacific, more than 5,000 miles from the continental U.S. and 1,500 miles from the enemy, American airmen had assembled a striking force which was a masterpiece of its kind. The target was in the Temperate Zone, where the enemy sat quite powerless in his dank, fog-wrapped islands; our air bases were in the tropics. Between these zones the B-29s made their devastating daily rounds with a commuter's regularity.

But behind the display of sheer mechanical efficiency was a lesson of deep import—a lesson underlined by the atomic bomb dropped on Hiroshima. When on Tinian's sunny slopes an atomic bomb was fitted to a B-29, power moved to the American people with a rapidity unknown in history.

What the advent of the atomic bomb did was to bring an almost stunning



THE PROBLEM OF ATTACKING RUSSIA in the event of war is illustrated by this simple exercise in air strategy suggested by General Spaatz. Priority targets would be important industrial centers shown on map (above). To see where bombers with the attack radius of B-29s would have to be based in order to reach any one of these points, fix one end of a string scaled to 2,000 miles at the target, and swing the other end in an arc. To bomb the target selected, bases would be needed in area inside resulting arc.

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AIR WARFARE CONTINUED

realization—no less to the professional soldier than to the civilian—that through airpower a force has been turned loose upon the world that cannot be turned back. Thanks to airpower we Americans were spared the hundreds of thousands of casualties which the invasion of the Japanese islands would otherwise have cost. Without it the defeat of Germany would have been impossible. The American genius in war is in concentrating power in space. Now that the techniques are well known, what is there to prevent another nation of comparable resources from turning the same techniques against us?

It must be plain to every thinking person that the only nation in the world with the military potential to challenge the U.S. in the foreseeable future is the U.S.S.R. It is also apparent that a state of cold war exists between our two countries.

It may smack of cynicism for a soldier, so soon after one war, to start laying out the strategy of the next one. My views are those of a professional soldier who has made the disquieting discovery at the end of his career that his profession has become almost too dangerous to be tolerated. The problem before us is not to prepare for war; it is to prepare to avoid war.

Cold wars take cold nerves. Let us study the facts objectively. If the goal of the Russians is really world domination they face in us the most formidable foe ever seen. We possess practically all the effective seapower, save submarines, in existence. To be sure, having broken up our unequalled wartime air force, the exact standing of American airpower, whether No. 1 or No. 2, may momentarily be in doubt. But our potentially huge aircraft industry, the vast outlay in research, the wide diffusion of aeronautical skills and finally our experience in long-range strategic bombing can make us the world's No. 1 airpower. And, of course, the atomic bomb still remains an American monopoly.

Because the Russians have pursued their ends in Europe seemingly undeterred by the one force—airpower—which the West could bring to bear in a test of strength, many have assumed that they are contemptuous of airpower. That is not at all the case. The current crisis would be engrossing from the airman's point of view if only because it has raised for the first time the question of how to employ airpower as an instrument of cold war.

Airpower in the cold war

USAGE has established certain effective patterns for armies and navies in the game of diplomatic bluff and bluff-calling. A land power, when it wishes to make a show of force in Bismarckian style, will maneuver, march up to a frontier, perhaps seize a road or a custom house, impose search, stop traffic and exert its authority in numerous forceful but not necessarily catastrophic ways. The Soviet army is a specialist in this technique. A naval power, when a show of resolution is in order, will customarily make a demonstration in the Palmerstonian mode. Its fleet will steam up to the coast of the offending power, emit smoke, establish a blockade and fire shots across the bows of passing craft. The British recently made such demonstrations off British Honduras and the Falkland Islands, and our own fleet maneuvers in the Mediterranean are very much in the tradition.

Our government's action in fighting the cold war with carriers in the Mediterranean baffled some airmen, who insisted, with logic, that if the war turned hot that narrow sea would immediately become a trap for the U.S. forces. But the government was for a long time averse to introducing airpower into this delicate game, in part because no precedent had existed, in part because the character of the airplane did not seem wholly suitable. An airplane in the sky seems a detached, disembodied, almost abstract thing; it cannot make its power felt without destroying.

Some months ago, however, a force of B-29s was gingerly moved into Western Europe. Since then, in the course of their training flights, they have been seen intermittently over Europe and the Middle East. There is reason to believe that they have created an impression of purpose, resolution and strength far beyond their numbers. Indeed it is difficult to understand what does restrain the Russians from seizing Berlin, unless it is respect for American airpower.

If this were a rational world our present American strength in air, sea and atomic power would guarantee us half a century of peace. The *Pax Britannica*, secured by British seapower and supported by British industrial supremacy, grew out of a roughly comparable situation. But we live in explosive times when the entire technology of war is in flux. It must be clear that no one could possibly draw up a long-range military plan today and say here is a foolproof defense for the U.S. Instead of one plan there must be

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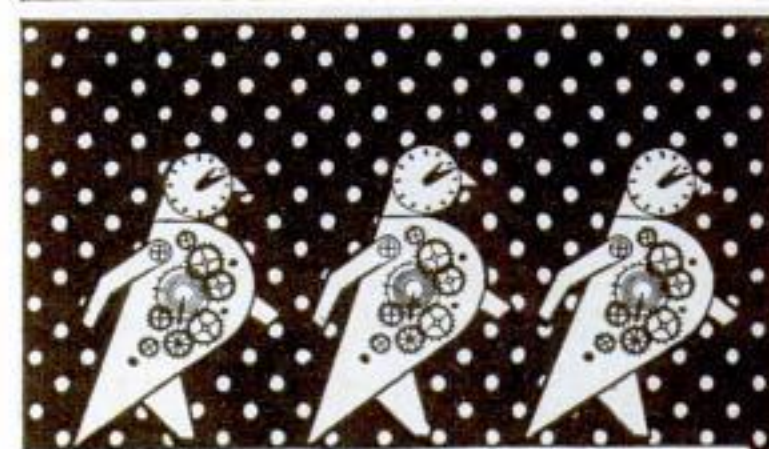
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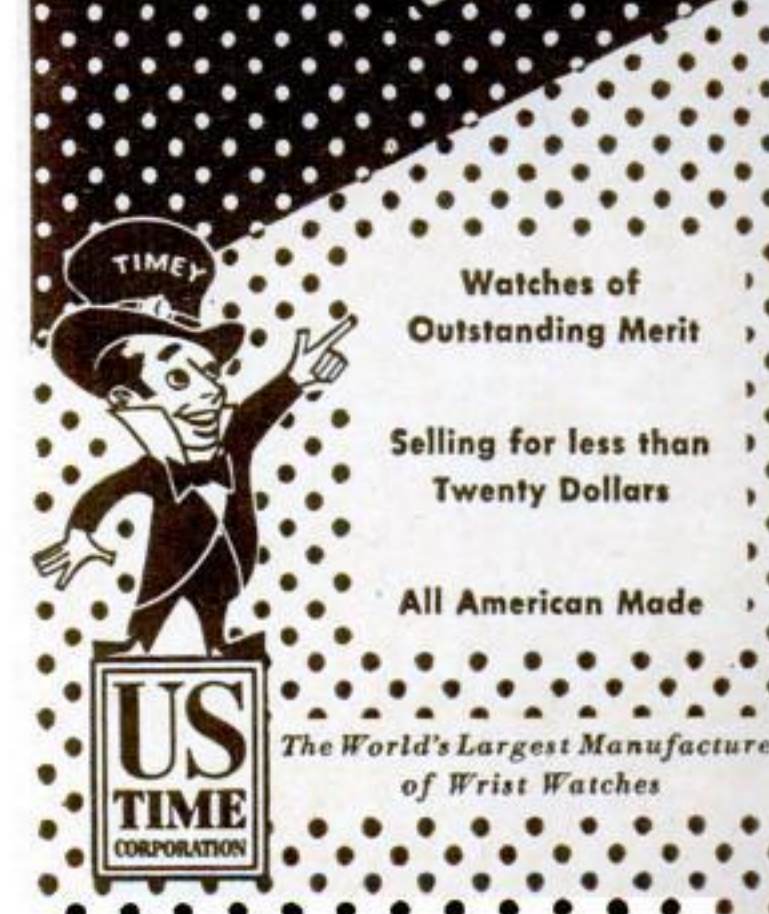


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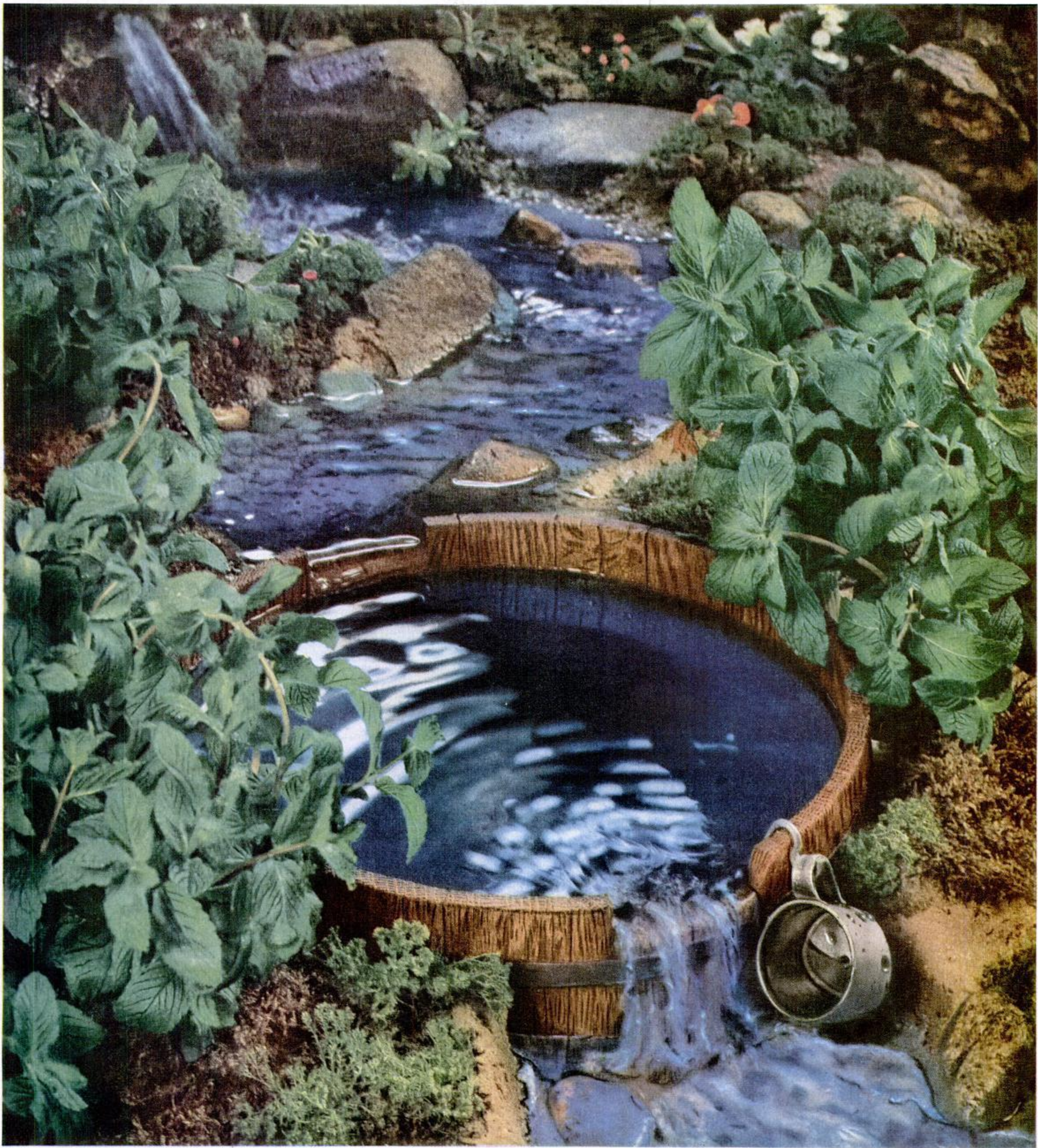
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CONTINUED ON PAGE 39



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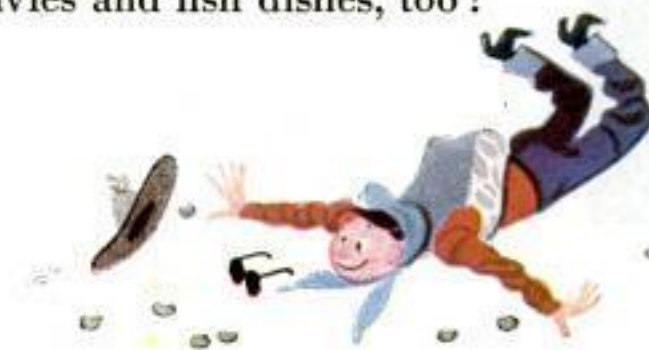
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The wonderful cooking sauce from California



Barbecue Sauce — Hunt Style

2 cans Hunt's Tomato Sauce	½ cup chopped onion
¼ tsp. salt	Dash of pepper
1 tbsp. lemon juice	2 tsp. sugar
1 tsp. Worcestershire sauce	2 dashes Tabasco sauce

Combine ingredients. Cover; simmer slowly till onions are tender—about 30 minutes. Serve hot on hamburgers, chicken, cutlets, etc. Makes 1½ cups. May be made up ahead and kept in refrigerator.

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a sequence of plans, each designed to a predetermined timetable of invention. Thus the President's Air Policy Commission in its recent report, *Survival in the Air Age*, divides the near future, from the strategic outlook, into two phases, with the construction of atomic bombs by the Russians automatically providing the watershed day.

The Russians are working feverishly to break the American monopoly. They have undoubtedly built huge establishments modeled upon our own plants. How long before they produce the bomb in war-waging quantity? The President's Advisory Commission on Universal Training estimates a minimum of three years; the Finletter committee, four and a half. In any case our monopoly is fast running out.

Obviously if war with Russia should begin before they have the bomb in numbers, we would fight a different kind of war than if they had it. In Phase I the U.S. would be the sole possessor of the bomb and the master of our own outlying air space. In Phase II, however, the potential enemy would possess a weapon that could bring the myriad machines of our society to a stop. And by that time, it is a fair assumption, he would have evolved an air force capable of delivering it.

To these two strategical phases there should be added a third: the era of intercontinental war. Phase III, at the present rate of invention, will almost surely introduce supersonic airplanes, guided missiles of great range and supersonic bombers capable of flying from the Western Hemisphere deep into Eurasia and back. These various machines and devices will become realities, I believe, within 25 years—approximately the same interval as between World War I and World War II. They may usher in an acutely disagreeable period for mankind. But I believe that under the leadership of decent and able men it can be an era of boundless enterprise and accomplishment.

If war should start during Phase I it would probably be the result of a Russian miscalculation. It might well be started by the failure of the Soviet leaders to foresee that a particular move on their part might push us into a countermove to protect interests vital to the U.S. Once begun it would be in the obvious interest of the Russians to seek to make it a limited war. Lacking the means to strike the direct blows required to prevent the mobilization of American industrial power, they would seek to entice us into a war of attrition upon some peripheral area.

Fighting a colossus

STUDY the map of the U.S.S.R. It is 2,500 miles from Novaya Zemlya to the Afghan border. It is 5,000 miles from Odessa to the Kamchatka Peninsula. How would one come to grips with such a colossus?

From the sea? The oceans offer a dubious approach. With all due respect to the gallantry and enterprise of carrier airmen—and they have no peers in their ocean space—I doubt that a task force could live long in the Mediterranean or Baltic, or off the French coast, against Russian land-based air. Certainly it could not maintain continuous sustained attack upon a continental power like Russia.

By land? In the south, Russia is guarded by deserts and alpine heights; in the north by frozen seas and tundra; in the east by trackless steppes and the pine wilderness of the taiga. To strike from the west an army would have to pierce many buffers, and even after it had traversed Europe it would still be confronted by the vast space of Russia, where the Russians could again yield thousands of square miles and still remain undefeated. The Russians raised approximately 600 divisions in the last war. All the resources of the Western Hemisphere would hardly begin to support a land struggle across the Atlantic against so vast a force. Winston Churchill once advised some American friends, "If you should ever go to war with Russia, whatever you do never try to invade that country's vast space. Napoleon tried, Hitler tried, and I myself tried in a small way in 1919. Russia swallowed Napoleon, it swallowed Hitler, it swallowed me—and it will also swallow you, if you try."

Since a sea blockade in the classical manner would be ineffectual against a self-contained heartland power like Russia, airpower offers the only relief from a bloody, interminable war waged on land. When the airman looks at Russia, the 8,500,000 square miles of maneuver ground that appall the foot soldier shrink to a relatively few decisive target areas. It is theoretically possible to demonstrate on the basis of the war just finished that the precision bombing of a few hundred square miles of industrial area in a score of Russian cities would fatally cripple Russian industrial power.

CONTINUED ON NEXT PAGE

MRS. PARADINE IS ON TRIAL FOR HER LIFE!



ETHEL BARRYMORE FEARS FOR HER!

in DAVID O. SELZNICK'S production of ALFRED HITCHCOCK'S

THE PARADINE CASE

starring GREGORY PECK • ANN TODD • CHARLES LAUGHTON
CHARLES COBURN • ETHEL BARRYMORE • LOUIS JOURDAN • and VALLI

Enjoy
Kool-Aid
Home-Made
Refreshers!

The BUDGET BEVERAGE!
Less Than 1¢ A GLASS!

REFRESH your family with Kool-Aid. Take a 5¢ package of Kool-Aid; make a two-quart pitcher of delicious, full-flavored beverage. Keep it handy in the refrigerator. Serve Kool-Aid whenever thirst calls.

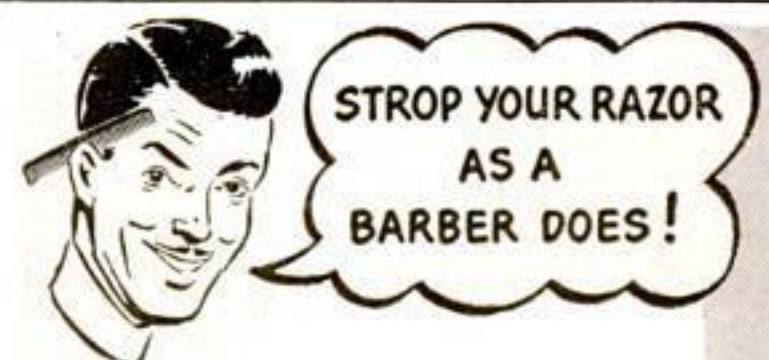
TASTY RECIPES on Every Package

KOOL-AID FROZEN DESSERTS

(1) Dissolve 1 pkg. Kool-Aid (any flavor) and 1 cup sugar in 2 cups milk; turn into freezing tray and freeze 3/4 to 1 hour (until slushy). (2) Whip 1 cup heavy cream (well chilled) until stiff. (3) Add partly frozen Kool-Aid mixture to whipped cream and whip just enough to mix well, but keep as cold as possible. (4) Return quickly to freezing tray and freeze at coldest point. Requires no more stirring. When frozen, set control back to normal. Makes over one quart. If desired lighter, beat 2 egg whites fluffy with 2 tablespoons sugar and fold into above mixture before final freezing.



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longer, finer cigarette

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PALL MALLS are
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PALL MALL's greater length of
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that smoothness, mildness and satisfaction
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PALL MALL — the *longer, finer*
cigarette in the distinguished red package.

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they
are
mild!



AIR WARFARE CONTINUED

There is a theory that strategic bombing would not work against Russia because the Soviet army would instantly leap into the cities of Western Europe, where, dispersed among hostile populations whom we would hesitate to bomb, it would swiftly bend the captured industries to its needs. Merely to adapt the industries of half a dozen nations to the needs of a foreign army would in itself be a colossal undertaking. If on top of this Russia herself should suffer devastating air attacks, it would be a miracle of organization for these faraway armies to be held intact and effective in the midst of hostile populations, with their communications torn and subject to unrelenting attack. Armies marooned under such circumstances would no doubt present novel political problems to their commanders but they would present no insoluble military difficulty to an attacker.

The first question is: is it possible to reach the vulnerable industrial system of Russia? The controlling factor now is the radius of the B-29, which with postwar improvements is more than 2,000 miles. Russia's industrial system has four centers of gravity: Moscow (chiefly light industry), the Urals and the Ukraine-Volga (predominantly heavy) and the Caucasus (oil and metal).

Take a globe and a string scaled to 2,000 miles, pin one end down at Moscow and swing the free end westward. It will take in the British Isles and part of Iceland. Swing it south and it will take in part of North Africa. Now do the same thing from the Urals, fixing one end of the string on Magnitogorsk and swinging the other south. The free end in its sweep will take in Iraq, Iran and Pakistan as far south as Karachi. From the Ukraine-Volga center the string will pass through Britain, France and North Africa. From Baku in the Caucasus the sweep will encompass part of India, Saudi Arabia and part of Europe. There is additionally in Siberia a fast-growing center of industry, not to mention the double-track Trans-Siberian railroad. This region could be reached by B-29 from China and Japan.

Speaking of Phase I the Finletter report says: "What we need is an integrated Military Establishment 1) capable of an atomic attack, 2) stronger in airpower than that of any other country and 3) capable of a sustained and powerful air counteroffensive, either directly or by way of intermediate bases."

The 70-group Air Force program represents the minimum airpower in kind and amount needed to meet the Phase I specification. According to present plan it will consist, when fully formed, of some 502,000 uniformed personnel and about 5,000 combat aircraft, in regular combat units, together with about 5,600 aircraft and 206,000 officers and men in reserve and National Guard units. The head of the sledge hammer will necessarily be supplied by 20 heavy-bomber groups. Because this force is largely built around wartime aircraft, it is subject to a high degree of obsolescence. However provision has been made for a steady interlarding of new aircraft as they appear, and when the force is revalued in terms of the atomic multiplier it is potentially by far the most powerful striking force in the world—provided we can fit it into the right geography.

We will need air bases

TWO facts have been established. One, the air offers the only tolerable counter to Russia's vast manpower and space. Two, until airplanes of greater range than the B-29 are available in number, the U.S. could fight such an air war only if we were able to obtain intermediate bases.

Thus, as did Britain in the long development of her world seapower, we have come up against the immutable question of proper bases. The supreme merit of airpower is its flexibility. But before it can be flexible it must first be based securely on the ground, with airfields, gasoline and bomb dumps, repair shops and so forth.

Here, then, are the primer facts in American strategic geography in Phase I, as an airman sees them. The importance of Britain to the Atlantic community is self-evident. However if an enemy should push to the Channel and direct at Britain a shower of guided missiles such as the Germans let loose during the last war, the British shield would be put to a severe test. Therefore the effectiveness of Britain would be in proportion to the depth of friendly continental space between it and an enemy, a good and sufficient reason in itself for bulwarking Western Europe. The military importance of the Middle East and India is also self-evident, but their role in a war would be determined by political and military considerations of the most difficult character.

Despite radar and jet fighters, air attack is ever increasingly master of the defense. We possess the skill in war to gain control of the Russian air—if we have the means.

Let us not assume, however, that even in Phase I we would be immune to the danger of air attack upon our own centers. During

CONTINUED ON PAGE 43

Coffee Time

high point of any picnic. Time to savor the mellow aroma rising from the fire . . . to linger over each cup . . . to stretch out the peace and pleasure of the moment. And because Maxwell House is America's favorite, coffee time is Maxwell House time wherever you go. Painted by Lawrence Beall Smith.



Because that "Good to the Last Drop" flavor adds so much real enjoyment to our daily living, Maxwell House is America's favorite, of ALL brands of coffee, at ANY price! North, South, East, or West, Maxwell House is truly part of the American Scene.



Throughout this nation of coffee lovers **MORE PEOPLE BUY AND ENJOY MAXWELL HOUSE THAN ANY OTHER BRAND OF COFFEE!**

TUNE IN . . . "NEW FACES" . . . a complete Broadway Musical Comedy, NBC, Thursday nights.

Olive Oil

OUT!



Like other sources of edible oils and fats, olives now play in "the Majors." Every drop of olive oil is in demand. How many drops can an olive produce?

That chemical symbol making the put-out represents a Hexane—which extracts more oil from the olive. When Shell scientists first got Hexane from petroleum, there was little reason to think that as an "extraction solvent" it might add indirectly to the food supply . . .

But that day has arrived. Shell is the principal supplier of Hexanes for olive oil extraction. The first "take" of oil comes from pressing the olives—it must be done gently, to avoid overheating

and turning the oil rancid. The crushed fruit and seeds, still rich in oil, are then treated with Hexane. Its nimble chemical fingers extract the remaining oil—the oil is really OUT.

The low, narrow boiling range of Hexane is the key to the process. After extracting the oil, the solvent is boiled off, at comparatively low temperature, and used again and again. It's so volatile that not a trace of odor or taste remains in the oil.

Other agricultural by-products—grape seeds, rice bran . . . tomato, flax, sunflower, and peach seeds . . . are ground up and given the "Hexane treatment"—producing a number of valuable materials for industry.

Production of Hexanes from petroleum is only one achievement by which Shell demonstrates leadership in the petroleum industry, and in petroleum products. Wherever you see the Shell name and trade mark, Shell Research is your guarantee of quality.



AIR WARFARE CONTINUED

the last war the Russian views on strategic airpower were almost primitive. That the whole science of strategic bombing burst upon them at the close of the war there seems little doubt. Late in 1943, when the Kremlin was demanding a second front in Europe, the present Chief of Staff of the Air Force, General Hoyt S. Vandenberg, in company with a high R.A.F. officer traveled to Moscow to try to persuade the Russian leaders that the Anglo-American strategic air offensive was in fact a second front. He took with him charts and a special stereopticon machine for showing photographs of the devastation which strategic airpower had already created inside Germany. The Russians did not appear impressed. Throughout the war the Red Air Force remained subordinate to the Red Army—so much so that at the surrender ceremony in Berlin, when Air Chief Marshal Tedder and I asked Marshal Zhukov where his senior airman was, he pointed down to the foot of the table.

At one stage our government considered presenting the Russians with the nucleus of a strategic bombing force, including U.S. instructors, in return for the privilege of operating B-29s out of Vladivostok. Happily we were spared the consequences of that bargain partly by the Russians' own psychotic concern for secrecy. Their ingrained fear that they would lose more by opening the door into Siberia than they would gain from a free lesson in a new form of warfare caused them to reject the proposition out of hand.

However scenes which confronted the Russians upon their arrival in Germany—shattered oil refineries, smashed railroad yards, the city rubble—appear to have made a deep impression upon them. It was the beginning of their education in a complicated art, in which three "lost" B-29s have been unintended touchstones.

These airplanes belonged to the force operating against Japan from bases deep in China. No blame, I should point out, attaches to the crews for the loss of these aircraft. The flight across China was long and in all three instances the crews found themselves unable to return to friendly Chinese territory. Since the alternative was a landing in Japanese area, the crews tried, each in turn, to reach the nearest Russian airfield. The story of what happened to these three B-29s, pieced together after many months, tells us a good deal about the Russians in the air age.

The first B-29 to fall intact into Russian hands was commanded by Captain Howard J. Jarrell. On July 29, 1944, finding himself over the Showa steelworks at Anshan, Manchuria with a malfunctioning engine and with two bombs stuck in the rack and short of fuel, Captain Jarrell decided to head for Vladivostok. In the last few minutes of flight, while circling the harbor, the crew destroyed the secret gear within reach. Otherwise the airplane was in good condition.

Vodka and caviar for a B-29

AS far as the vodka and caviar went, Captain Jarrell and his men were treated with the brand of hospitality for which the Russians are justly famous. But they were never allowed to see the B-29 again. Their hosts, between copious toasts, pumped them steadily about the operating details of the machine. At Tashkent, on the long trip back across Russia, the officers were pumped by a female interpreter pretending to be anti-Communist, a cultivated, clever woman who had previously served several prominent American travelers in the same role.

When Captain Jarrell left Vladivostok the B-29, as far as he knew, was still sitting on the ground outside the hangar.

Several months later the Russians got their second B-29. This airplane, commanded by Captain W. H. Price, was lost in bad weather and made for Vladivostok, landing there in the early afternoon undamaged. Captain Price and his crew spent the night in a nearby barracks. Next morning when they looked out of the window the B-29 was gone. It had been flown away during the night. The inference is that from fussing with the first B-29 Russian pilots had learned how to fly the machine.

The third undamaged B-29 to fall to the Russians landed near Vladivostok on Nov. 21, 10 days later. The pilot, First Lieut. William J. M. Mickish, had also elected to run for Soviet territory after losing an engine and running short of fuel over Japan. He landed in 12 inches of loose snow after noting that another B-29 was already parked on the same field.

The U.S. had spent millions in developing the B-29 and it chafed an airman's conscience to leave three magnificent samples with the Russians for their bones to be picked. Again and again, through the American Embassy in Moscow, we set afoot discreet inquiries, only to be met by silence. Finally, in December 1945, more than a year after the landings at Vladivostok, an American official in Mos-

CONTINUED ON NEXT PAGE

America's favorite picture-takers Brownie Cameras

... with new accomplishments.
All models take color pictures—
most take "flash" shots as well



Baby Brownie Special Camera
Tiny but a true Brownie. Makes good snaps simple, sure. Full-color snaps too, in bright sunlight. Fixed focus lens; no "adjustments." Negatives, 1½ x 2½. \$2.75 plus tax.

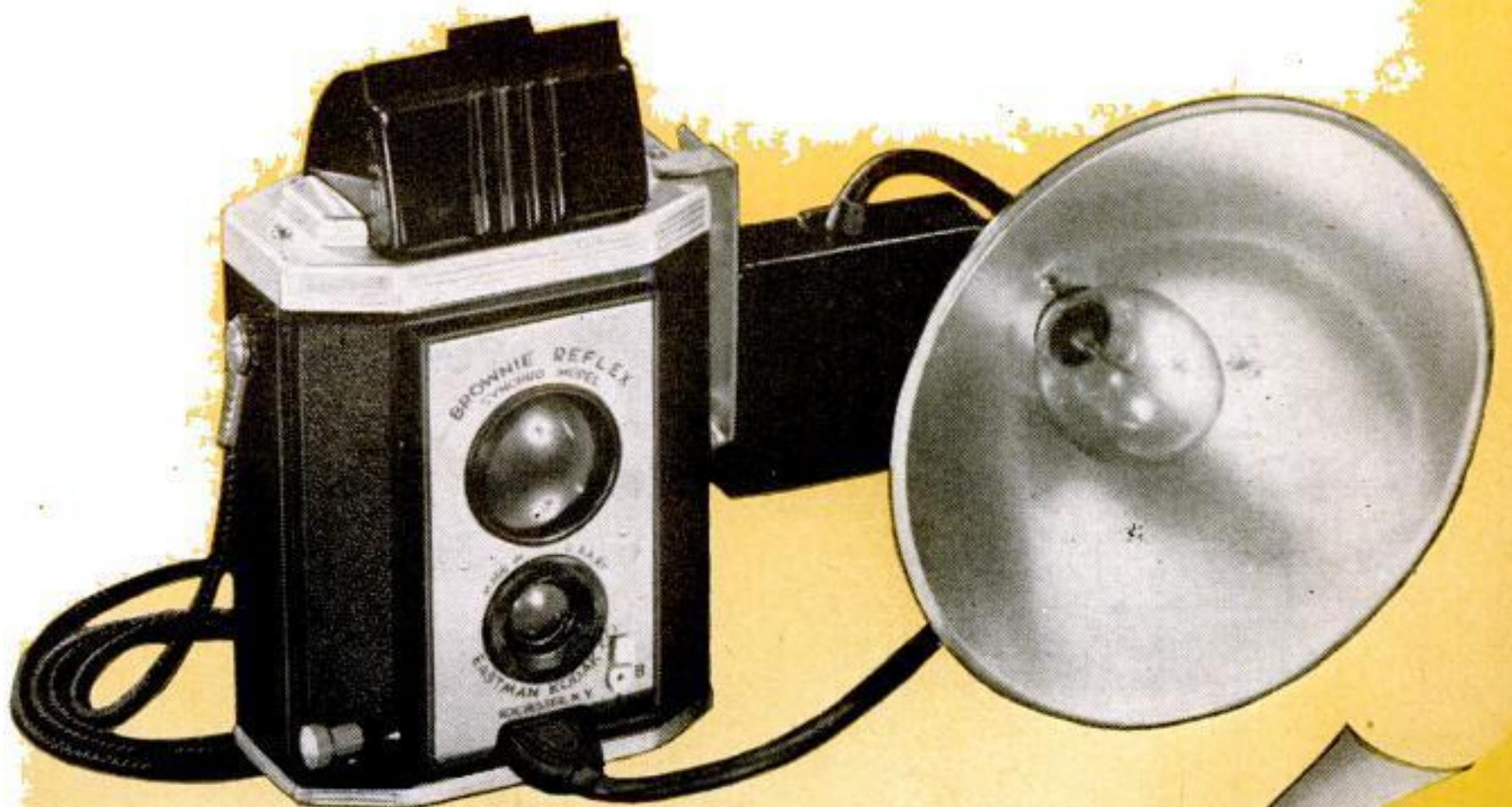
Brownie Flash Six-20 Camera
Makes splendid snaps "right around the clock." Full-color snaps too, in bright sunlight. Two-position focusing helps you get sharp, clear snaps. Pictures, 2¼ x 3¼. \$10.50 plus tax; Flashholder, \$2.50 plus tax.

Brownie Reflex Camera—You see your picture *before* you snap, so it's easy to get everything just right. With Flashholder, makes splendid snaps indoors at night. Full-color snaps too, in bright sunlight. (Negatives, 1½ x 1½.) \$8.25 plus tax; Flashholder, \$3.45 plus tax... Eastman Kodak Company, Rochester 4, N. Y. At your Kodak dealer's

Oversize black-and-white prints available from all negative sizes at low cost. Kodacolor snaps come to you already enlarged.



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TEST?**



TRY IT! Scratch your head. If you find signs of dryness, loose ugly dandruff, you need Wildroot Cream-Oil hair tonic. Grooms hair...relieves dryness...removes loose dandruff! Contains soothing Lanolin, an oil resembling the natural oil of your skin.

**YOUR HAIR CAN LOOK
LIKE THIS WITH NEW
WILDROOT
CREAM-OIL**



A LITTLE WILDROOT CREAM-OIL does a lot for your hair. Keeps your hair well groomed all day long. Leaves no trace of that greasy, plastered down look. Makes your hair look and feel good.

**NON-ALCOHOLIC
CONTAINS
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AGAIN AND AGAIN the choice of men who put good grooming first—that's Wildroot Cream-Oil. No wonder when new users from coast to coast were questioned, 4 out of 5 who replied said they preferred it to any other hair tonic they had used before. Ask for it at your barber or drug counter.

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TUNE IN . . . "The Adventures of Sam Spade" Sunday evenings, CBS Network.

cow spotted a B-29 high in the sky. Thereafter for two years reports trickled out of Russia that a B-29 type airplane had been seen over the Moscow area—sometimes only one, sometimes only two but never more than three. Were they the originals? Or were they Russian copies?

At Tushino airfield last summer the Russians caused a stir by unveiling a transport called the Tupolev TU-70, most of which was patently copied from the B-29. And the "iron curtain" shrouding this particular mystery finally parted this year at the Soviet armed forces' great May Day show. In a formidable column of aircraft over Moscow appeared a formation of four-engine bombers, also called the Tupolev, which were obviously the bomber imitation. The Russian censors could not resist injecting a final touch of mystery. Correspondents were not allowed to fix the number in the formation, only that there were five times as many as had ever been seen at one time over Moscow. Although there were only 10 "B-29s" in this parade, there is reason to believe that the Russians now possess several hundred of them and are manufacturing more at a fairly good rate.

One wonders whether, along with the general B-29 structure, the Russian engineers were able to reproduce all the other marvelous details—the turrets operated by remote control, the electronically sighted guns, the radar gear for sighting on targets through clouds, all the intricate engineering devices for operating at very high altitudes. Yet even without these things, for the Russians to have created the Tupolev by working backward from the B-29 to the production blueprint was an engineering tour de force.

Some airmen have been puzzled that the Russians should have committed their hard-driven air factories to the production of an airplane which was already seven years old on the drawing boards. The Tupolev's radius, even allowing for some improvement on the original, obviously falls far short of the requirements for TNT warfare against the Western Hemisphere from Russian bases. But with the atomic bomb as payload the Tupolev, from the Russian viewpoint, makes sense.

The atomic bomb is so powerful and the opportunities of surprise are so great that conservative military planners now accept the proposition that a nation's whole bomber force might with great profit be expended in a single paralyzing attack. From either Murmansk or eastern Siberia practically every U.S. industrial area of consequence falls within the Tupolev's one-way, no-return range. To be sure, all airplanes so dispatched would be lost, and the crews as well, although the latter might seek escape by landing at sea or in the Arctic wilderness. But with such stakes would the fatalistic Russians boggle? By copying the B-29 and not waiting five years or more to produce a more advanced strategic airplane they have come immediately into possession of an intercontinental carrier for their atomic bomb if—and when—they get it.

Thus American isolationism in the military sense is irreversibly finished, even while the debate over the political abstraction sputters on. The advent of the Tupolev signifies the final piercing of the ocean cushion behind which, during two world wars, we mobilized our industrial capacity undisturbed. It means that the space that for many generations has shielded our cities from the violence of foreign wars is contracting and in a few years will be gone entirely.

These are hard truths. But let us measure them calmly. Even if a potential enemy should presently produce the bomb, it is scarcely likely to start a war until it has stocked up enough to trade blows upon equal terms. And even if it has achieved a good copy of the bomb carrier, it is not going to find it easy to copy a good strategic air force. Our force represents the evolution of 20 years.

In the interval of grace that remains to us in Phase I we would be well advised to ponder the American position in the period beyond. An irony not without precedent in history pervades the present situation. We who profited so much from the airplane and atomic bomb now stand to lose most by it. An era impends during which an enemy, preparing in secret, may wound this nation terribly with a single blow. That is the emerging hazard of Phase II—a period destined to test our institutions to the breaking point unless statesmen have meanwhile found the long-sought political equivalent for war.

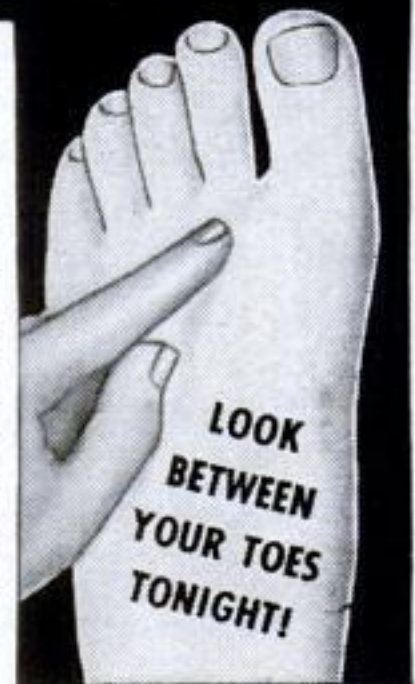
PHASE II: THE ATOMIC WAR

What would the next war be like if our enemies had atomic weapons? In a second article on air strategy, to appear in a subsequent issue, General Spaatz describes the military establishment we need for the dangerous world of tomorrow.

NEW! SULFA DRUG FORMULA FOR ATHLETE'S FOOT

**Relieves Itching, Kills
Fungi On Contact,
Helps Heal Red, Raw,
Cracked, Peeling Skin!**

Beware of Athlete's Foot! At first sign of itching, tiny blisters, red, raw, cracked or peeling skin between toes or on feet, quickly use Dr. Scholl's Sulfa Solvex.



This wonder-working powder formula by America's noted authority on diseases and deformities of the feet contains the miracle drug, Sulfathiazole.

Dr. Scholl's Sulfa Solvex promptly attacks the entire area of infection with quick, telling effect. Relieves intense itching at once. Kills deep-seated invisible fungi on contact. Aids rapid healing and helps prevent reinfection.

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Even if you haven't Athlete's Foot, use Dr. Scholl's Sulfa Solvex daily as a precaution against infection. Only 60¢ at Drug, Shoe and Department Stores.



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SULFA SOLVEX**

WHY YOU NEED A 5% DDT Spray



Think of it—one spraying lasts for weeks. No bomb-type spray or other sprays containing less than 5% DDT can equal this for lasting effect. Flit Surface Spray with 5% DDT is so powerful a single application kills insects today—tomorrow—even next month.

FLIT

SURFACE SPRAY

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**FLIES, MOSQUITOES, ANTS,
BEDBUGS, MOTHS, ROACHES.**

BUY LOW COST FLIT TODAY!

**America's best
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Sh-h-h... Listen!

It's a sophisticated kind of motor music this Mercury makes. Quiet. Confident. Almost vibrationless! That's because it has a *big-car, fine-car*, 8-cylinder, V-type engine, *exclusively* designed for Mercury!

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Sit pretty!

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Step this way!

Step into any of Mercury's superb body styles, including the new Six-passenger Coupe and Six-passenger Convertible. Glide into a new world of driving pleasure... step gently on those big *super-brakes* to come to a velvety-smooth stop. It's your ALL-NEW Mercury. Your big, beautiful, 1949 car. Go see it today!



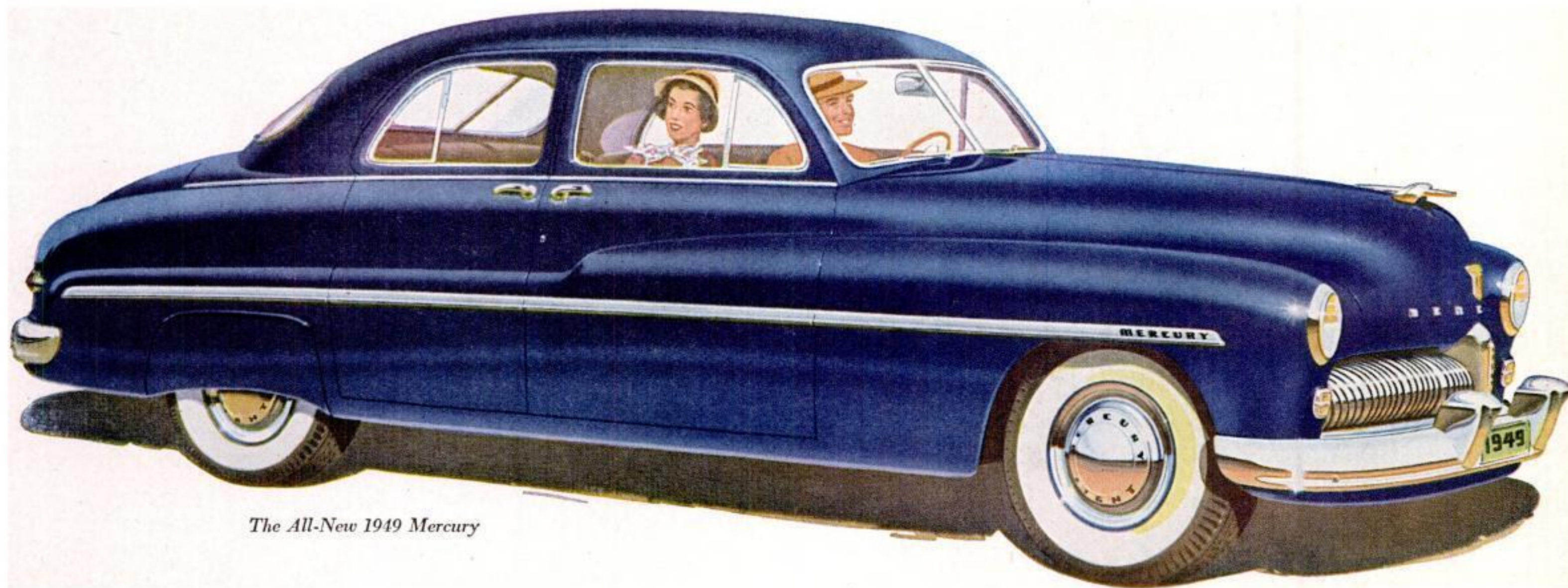
Look! See?

It's really big *and* beautiful. Longer, lower, wider. With an eager, youthful, "here-goes" look! With a unique, all-new 1949 look. That's how *you'll* see this year's Mercury—at your dealer's showroom.

Take the wheel!

Learn how *new* a car can be. You don't "over-steer," because Mercury has perfect balance and down-to-earth roadability. And you take curves and bumps more smoothly on those new super-balloon tires.

Not a "new model"...the All-New **MERCURY**



The All-New 1949 Mercury

L I N C O L N - M E R C U R Y D I V I S I O N O F F O R D M O T O R C O M P A N Y



THE FOURTH OF JULY

The country used to have more fun and noise on its birthday



On a Fourth of July about 100 years ago, a bunch of aging scalawags of Walpole, N.H. who called themselves the Saucy Six did their town proud with a Fourth of July parade. With the mixture of reverence and tomfoolery that used to infect the Independence Day celebrations, they marched through the dignified village green in clownish costumes, beating their drums loudly as they went. Alfred Cornelius Howland, a hometown artist, watched and then did the wonderful painting above.

Today Independence Day goings-on have calmed down, but the memories of older people and the prints on these pages recall with pleasure how each part of the country honored the big event after its own taste. There were ox roasts in New York, there was squirrel and chicken stew flavored with sherry in Virginia, free ferry rides to picnics on the Mississippi, cold beer in Wisconsin, goose-pulling in Indiana. Everywhere, of course, there were fireworks and much oratory.

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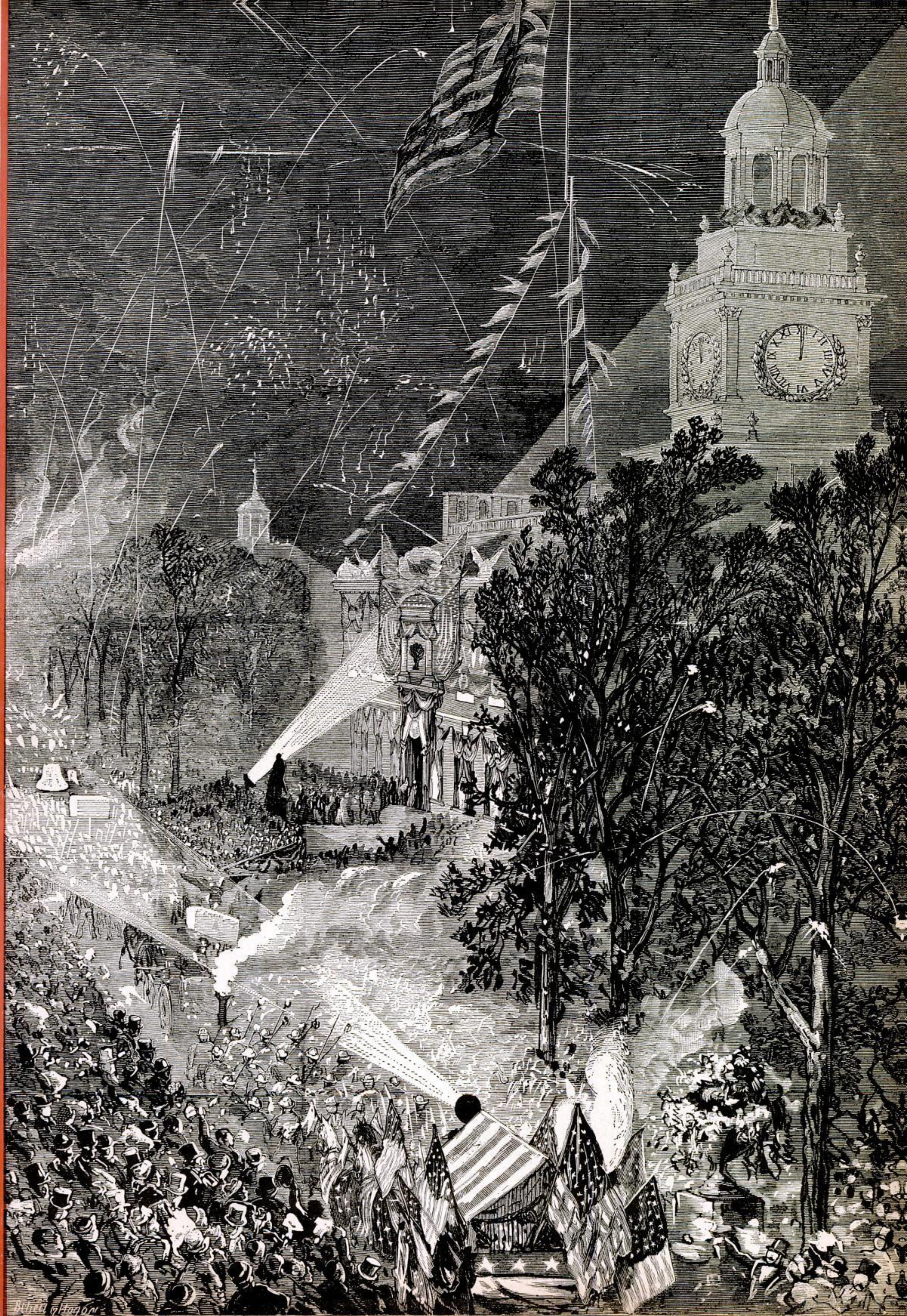
PATRIOTISM in Philadelphia in 1819, as shown in John Lewis Krimmel's painting, *Fourth of July Celebration in Centre Square*, brought out the militia (parading in background) and booths for selling everything from gingerbread to pickled oysters. In the tent at left, where merry-makers are drinking to a fiddler's tune,

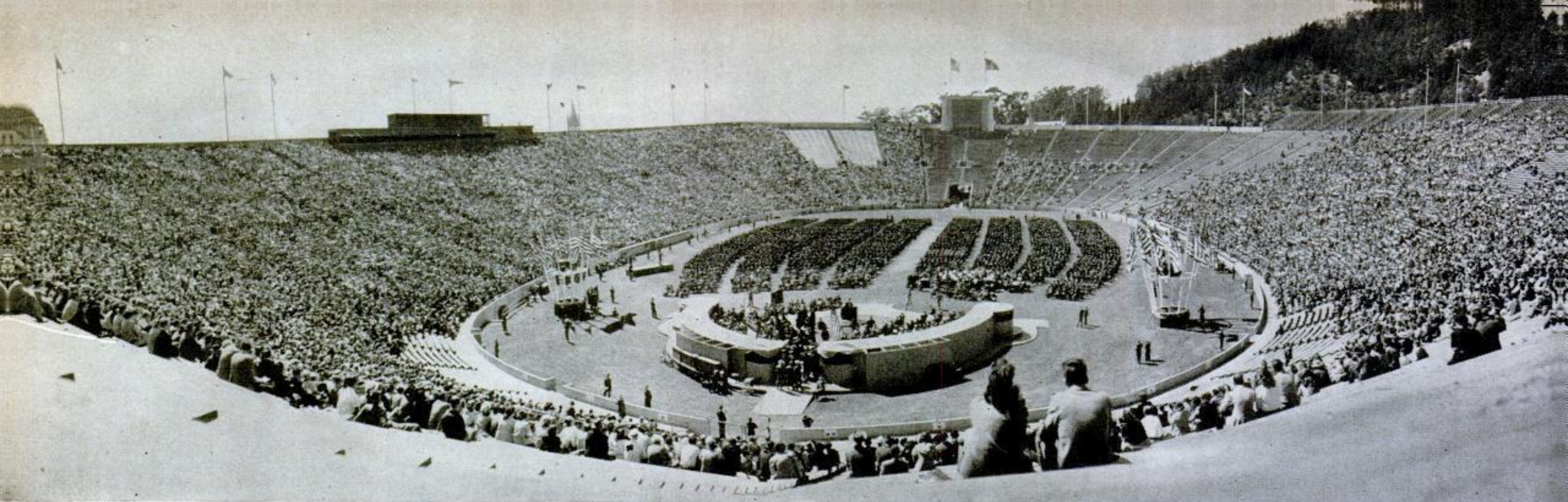
prints were displayed of George Washington and naval battles. At left center a woman is selling fruit. At right another woman sells Fourth of July souvenirs under a flag saying, "Virtue, Liberty, Independence." The building in center background housed the waterworks, was later replaced by the famous City Hall.



PICNICS were an important part of the day's excitement, especially in rural places. Lillie Martin Spencer's painting, *The Picnic or the Fourth of July—a Day to be Remembered* (above), was done in 1870s probably near Muskingum River in Ohio. Everybody came—old and young, Negro servants and shy lovers (left).

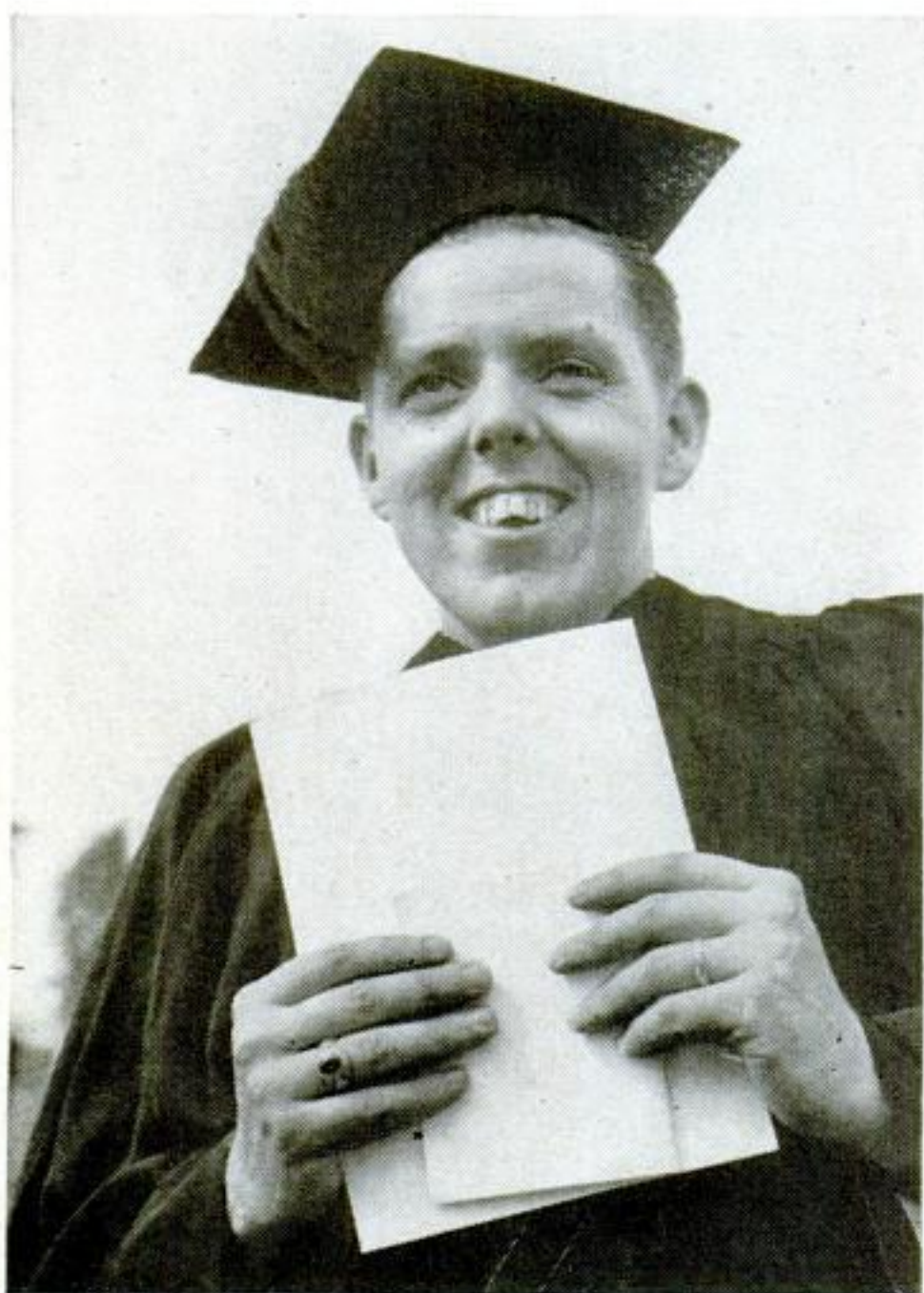
PARADES were the big thing in celebrations. One of the biggest parades was held in 1876 at Philadelphia's centennial celebration of the Fourth. The engraving on opposite page from *Harper's Weekly* shows night of July 3rd when bell in Independence Hall boomed 12 and a second century of independence had begun.





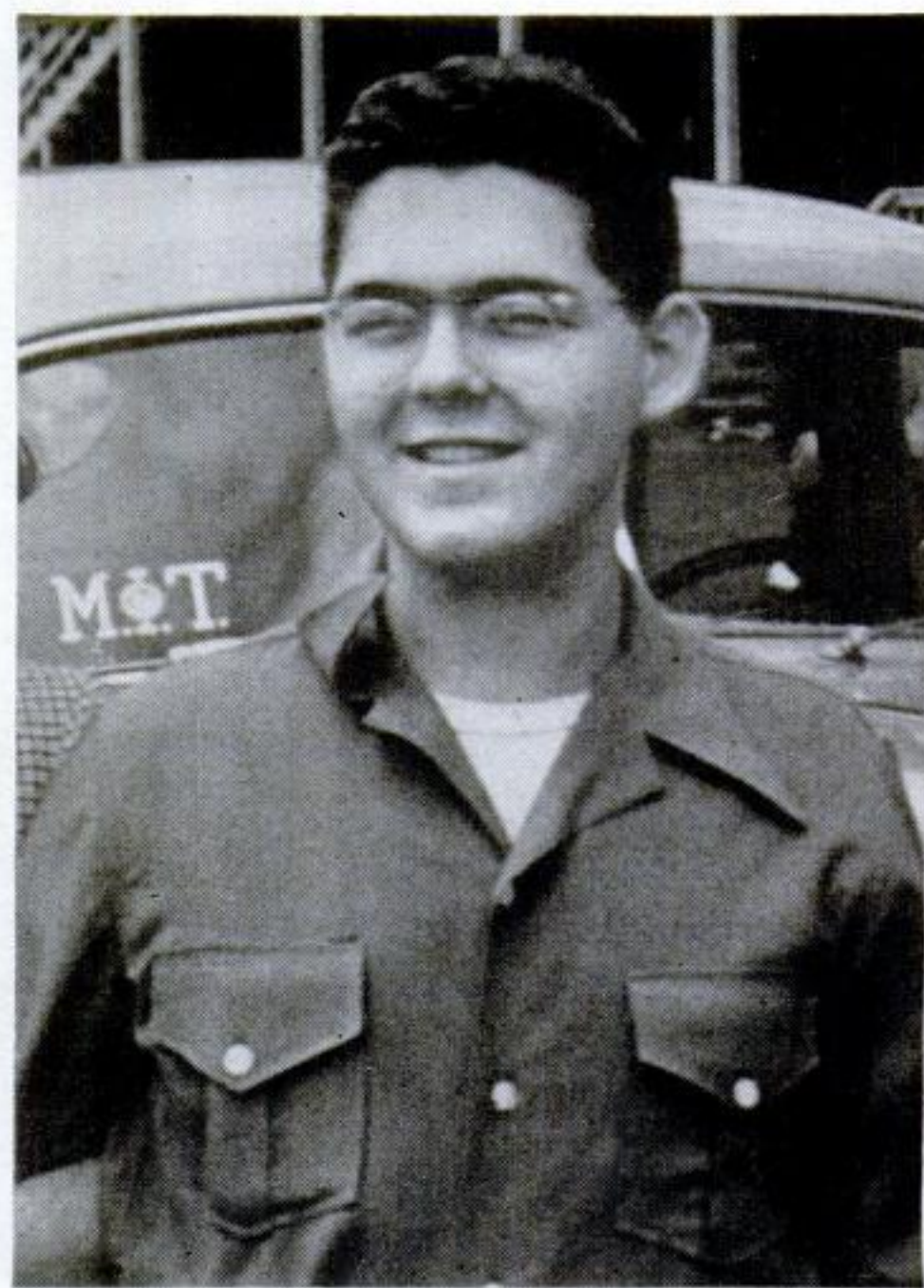
AT BIGGEST U.S. COMMENCEMENT, IN UNIVERSITY OF CALIFORNIA STADIUM, PRESIDENT TRUMAN TALKS TO THE LARGEST AUDIENCE HE HAS SEEN IN TWO YEARS

U.S. COLLEGES TURN OUT A RECORD CLASS



ONLY GRADUATE of Marlboro College is Hugh Muligan, 22, of New York. As head of class, he made valedictory speech. He will do graduate work at Harvard.

Graduating the biggest crop of college seniors in history (250,000) was no easy matter. At Albright College in Pennsylvania a grandstand collapsed, injuring 10. At the University of North Carolina a mongrel pup insisted on occupying a chair near Secretary of State Marshall on the speakers' platform. A graduating student at Creighton University was rushed to a hospital and delivered of a baby girl. The biggest ceremony took place at the University of California, where 55,000 people gathered in the huge stadium to watch 3,500 graduate and hear President Truman speak (*above*). The smallest was held at Marlboro College in Vermont (*below*), where one man graduated at the new college's first commencement. The most colorful was the brilliant spectacle of 301 uniformed cadets in the great field house at West Point (*opposite page*). Probably the brightest graduating student was Jules Levin (*right*) who graduated from M.I.T. in Cambridge, Mass. with a straight A average, the first man in the college's 83-year history to make perfect marks. Perhaps the best commencement talk was given by Atomic Energy Head David Lilienthal at the University of Virginia on the subject of public service. Perhaps the most unusual talk was made by Dr. George Gallup at Colgate University; he suggested that degrees should not be awarded until 25 years after graduation.



BRIGHTEST GRADUATE is M.I.T.'s Jules Levin, 20, of Miami Beach, Fla. He will do research work at the new atomic-energy center in Brookhaven, New York.



AT SMALLEST U.S. COMMENCEMENT, ON VERMONT HILLSIDE, PRESIDENT WALTER HENDRICKS OF MARLBORO COLLEGE TALKS TO FRIENDS, PARENTS, ONE GRADUATE



AS CADETS LINE UP TO RECEIVE THEIR COMMISSIONS AT WEST POINT'S COMMENCEMENT, A WOMAN SPECTATOR SUDDENLY BREAKS RANKS TO TAKE A SNAPSHOT

BEAT THE HEAT!

"fresh up" with Seven-Up!

**PLAN ACTIVITIES TOGETHER
BE A "FRESH UP" FAMILY!**



Family days at the beach are always fun . . . but what a *thirst* they can produce! When your tongue is parched after a swim and a frolic on the hot sand . . . boy, that's a time when a "fresh up" with cool, clear 7-Up *really clicks!*

Chilled 7-Up has a liveliness, a fresh clean taste that tempts all ages . . . and there's *just nothing like 7-Up* as a thirst-quencher.

Be a "fresh up" family. Enjoy happy times with your youngsters. And enjoy wholesome 7-Up together, too . . . it's the *all-family drink!* Order a case of 7-Up wherever you see those bright 7-Up signs on display.



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YOU LIKE IT



IT LIKES YOU!



BEFORE THE OPENING, TO BRING GOOD LUCK, AUTHOR RUSSEL CROUSE KISSES AUTHOR-ACTOR HOWARD LINDSAY, ACTRESS DOROTHY STICKNEY AND A WIG STAND

NOW IT'S MOTHER

Lindsay and Crouse write sequel to the hit play "Life With Father"

Before the curtain was raised at the first tryout performance of the new Lindsay and Crouse play *Life With Mother* in Detroit last month, Russel Crouse planted a fervent good-luck kiss on both stars and a wig stand (above), then went out to the lobby to quiet his nerves. On stage, Howard Lindsay opened the new play with an explosive "Bah," found himself again in the part of Clarence Day's irascible father, which he had played 1,635 times before.

Life With Mother is a sequel to *Life With Father*, which had the longest run in Broadway history (7½ years, 1939-47), charmed eight million people and grossed more than \$10 million before it was made into a movie. The new play is about the same wonderful Day family who became national characters. They are as fresh, funny and friendly as ever. On opening night both playwrights were jittery. But the audience cheered, the critics called it a hit and the backstage kissing started over again (below). The play will open on Broadway in October.



CROUSE SWEATS OUT OPENING IN LOBBY WITH PICTURE OF LINDSAY, WHO CALLS HIM "THE HAPPY WORRIER"



AFTER THE OPENING, TO CELEBRATE SUCCESS, CROUSE KISSES STICKNEY (LEFT), PRODUCER OSCAR SERLIN KISSES HER (CENTER), THEN CROUSE AND SERLIN HUG

"EVEREADY" RADIO BATTERIES

visit *Eddie Cantor and the Mad Russian*

(Pabst Blue Ribbon Beer Program, Thursday, N. B. C.)



"Are you mad, Russian? Why do you rub your feet on Ida's carpet?"

RUSSIAN: I'm generating electricity.

CANTOR: Isn't Boulder Dam good enough for you?

RUSSIAN: Watch your language, Camphor! I'm generating electricity to run my portable radio.

CANTOR: Haven't you ever heard of batteries?

RUSSIAN: Batteries? Who wants batteries? I save mon-yah, generating my own power.

CANTOR: But you save money when you use "Eveready" batteries. They outlast all other brands* and give you more listening pleasure! Think of the money I save with five portables in the family.

RUSSIAN: You don't mean to tell me! "Eveready" batteries, how do you do!

CANTOR: Now, go get some "Eveready" batteries. If Ida catches you rubbing up her rug, it'll be *assault* and battery!

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***THIS "EVEREADY" RADIO BATTERY
OUTLASTS ALL OTHER "B" BATTERIES
OF EQUAL SIZE.**

Yes, "Eveready" radio "B" batteries last longer because of their special flat-cell construction... all power, no dead space.

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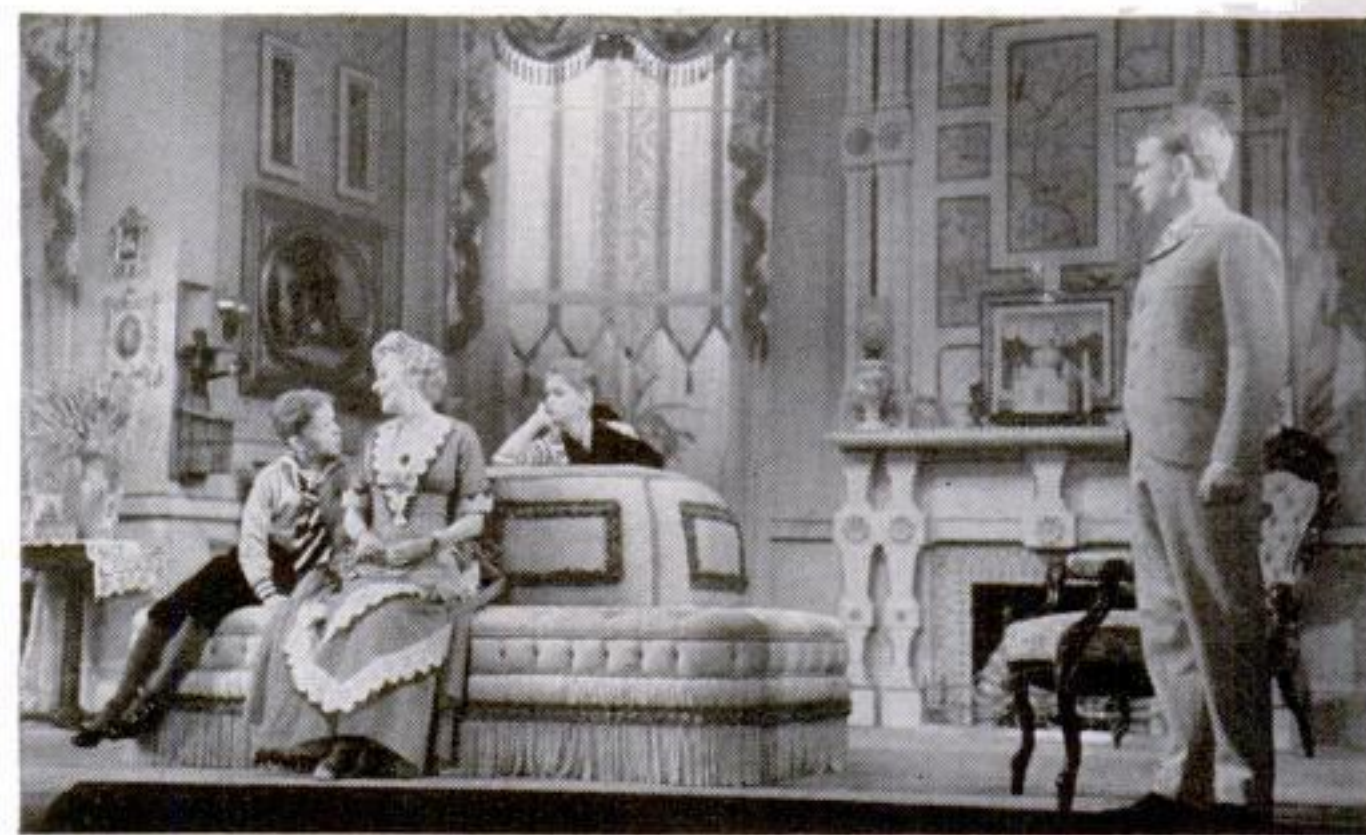
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"Life With Mother" CONTINUED

MOTHER GETS ENGAGEMENT RING



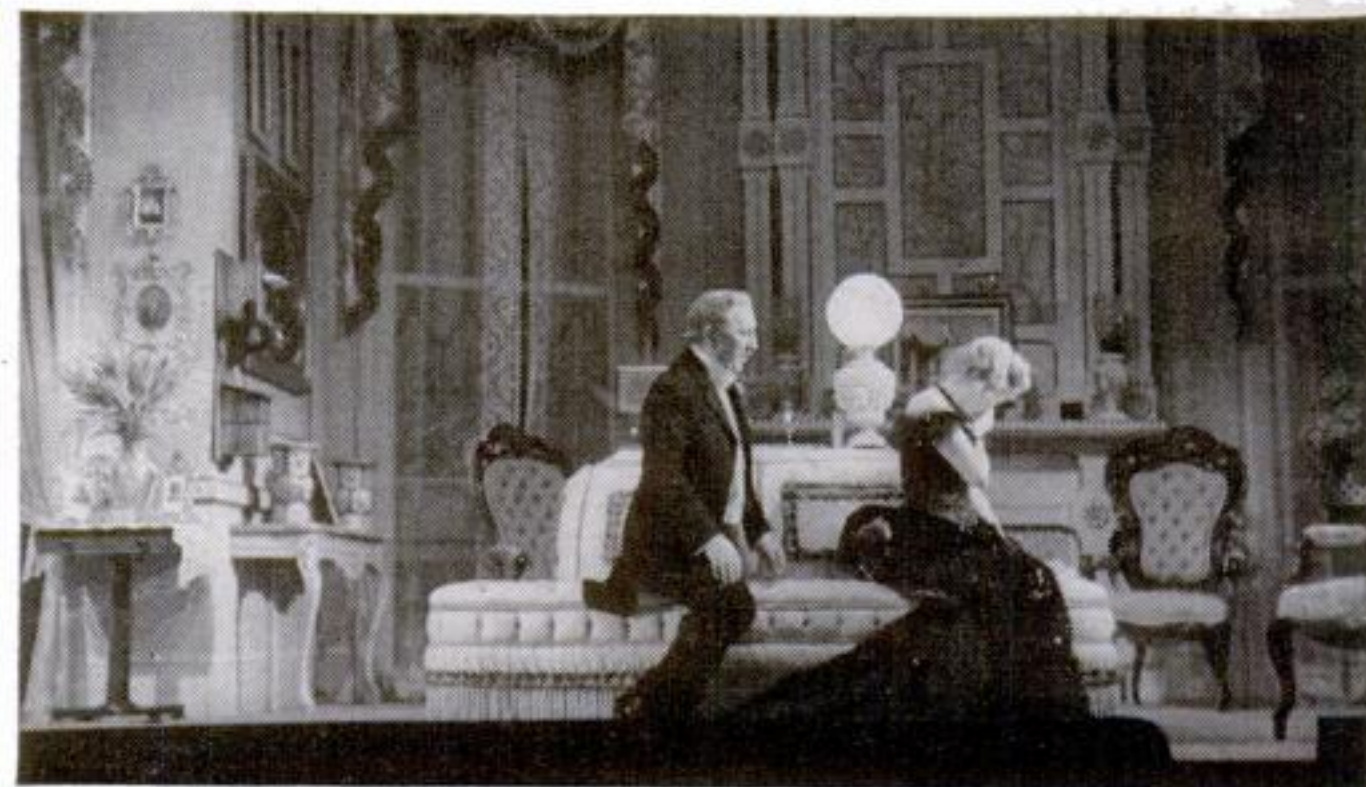
WITH HER SONS Mother (Dorothy Stickney) discusses the engagement of Clarence, the eldest (right), to neighbor's daughter. He wants to borrow her engagement ring. But Mother has never had one herself, though married 22 years.



"OH GOD," bellows Father, when he learns neighbors are coming to tea and he will have to stay and talk to them.



AT TEA Father meets, finally recognizes his ex-fiancée, to whom he once gave engagement ring. She still has it.



ON WEDDING ANNIVERSARY that evening romantic Mother gives Father a music box which plays their favorite tune and cries when he does not recognize it. He gives her a diamond necklace, but all she wants is ex-fiancée's ring.



AS CURTAIN FALLS Mother and Father are at last "engaged." She wears the ring which she has made Father retrieve from ex-fiancée. Mother: "Clare, sometimes I think you don't understand me." Father: "Well, I keep on trying."



What, a garden in a kitchen? Yes! You can pick savory herbs and lovely flowers all year 'round from this deep, greenhouse window. Here's a down-to-earth, fun-loving kitchen made possible by the sturdy Sloane Quality Linoleum floor. See how the full, rust reds of this inlaid pattern (#1620) produce an outdoor

tile effect that blends perfectly with the spring greens and wood tones of the room. For the kitchen-gardener it's a practical floor too... colors will never fade or wear. They go all the way through the material. You can see this lovely pattern at your Sloane dealers.



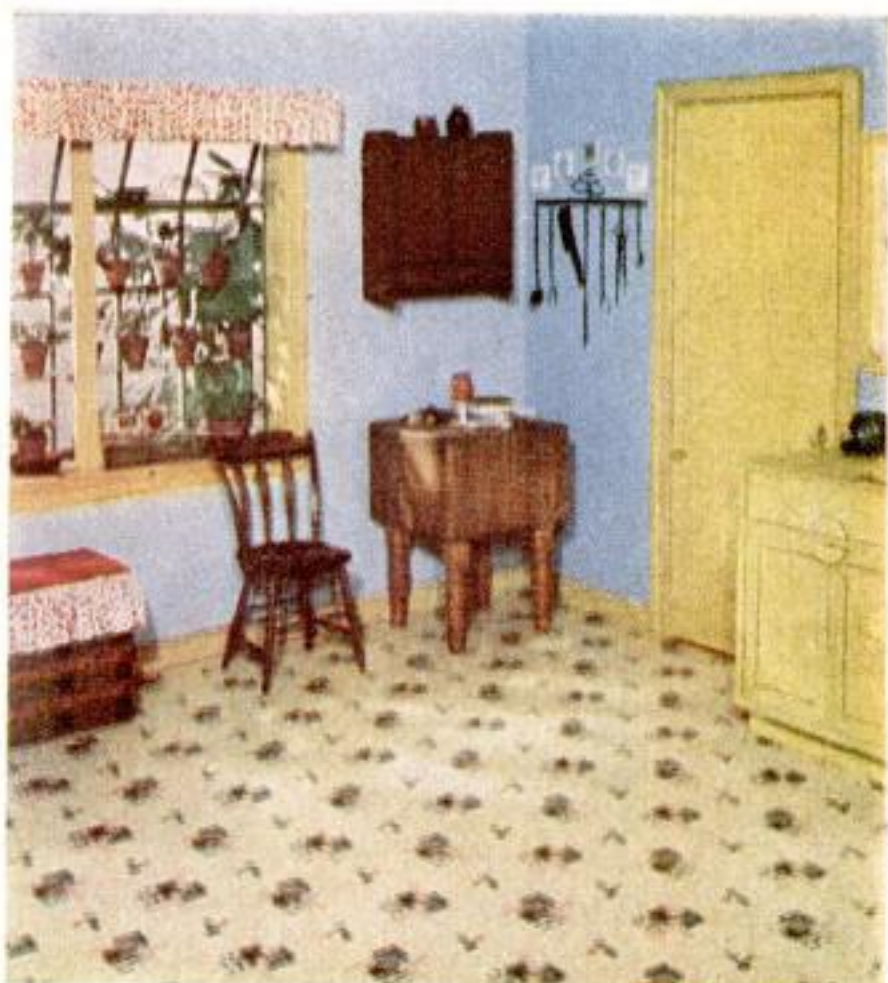
How do you like your kitchen green? Here growing things set the color scheme—with the accent on the wonderful, silver-green Inlaid Marblitone floor. Tucked away in the little cabinet by the door are recipes, cookbooks, and family records. Yes, it's a little green gem of a kitchen... with the kind of floor you dream of. The smooth, mill-waxed surface of this handsome pattern stays lovely longer... cleans in no time. See it (#0106) and other Marblitones at your Sloane dealers.

New Kitchen Ideas

... now made possible

with the better design and truer

color of Sloane Quality Linoleum Products



Here's a new idea for an old butcher's block. You'll find you use it 100 times a day... chopping salads, trimming meat—slicing, cutting. And HE won't balk at carving anymore with its solid strength to back you up. Here's a floor with an idea, too. A brightly designed pattern (#5164) in Sloane's heavy weight Printed-Enamel that makes a stunning blue and red kitchen. It looks as if it had been put down by experts, doesn't it? That's the trick. It's packed in rolls—just made for do-it-yourself people. Unroll it, cut it out, and put it down—that's all!

It's EXCITING... it's easy... it's fun, to make over your kitchen (or any other room in your house) with Sloane Quality Linoleum Products to help you!

Brilliant inlaid linoleum like the flagstone or Marblitone patterns above—so color perfect you can immediately see the difference—with colors that can't be scuffed off or worn away... always bright as new!

Glorious patterns and designs in inexpensive Printed-Enamel will thrill you, too... for this hard-wearing, heavy weight floor covering—in rugs or by-the-yard (as shown in the striking blue and red kitchen)—gives

you the newest, smartest decorator colors at the lowest cost.

THERE'S KOROSEAL, too, the miracle plastic... in breathtaking colored tiles... and in practical cove base—to stand every test of wear and weather. And Asphalt Tile... sturdy... long-wearing... inexpensive.

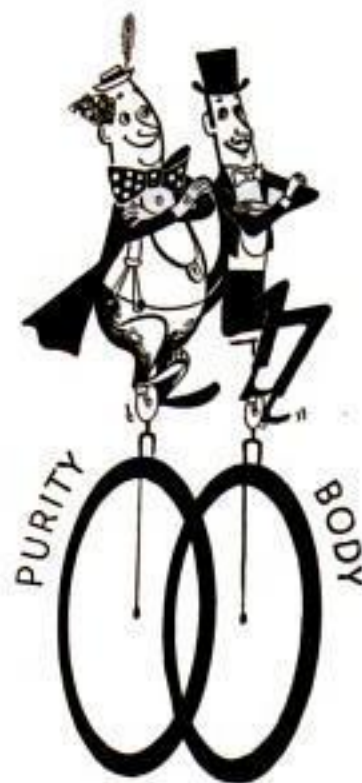
Yes, in Sloane Quality Linoleum Products—recognized for their better design and truer color—you'll find just the floor... just the pattern... just the color for every room in your house! See your Sloane Dealer now for his famous design and color service. Look for his sign in every town!



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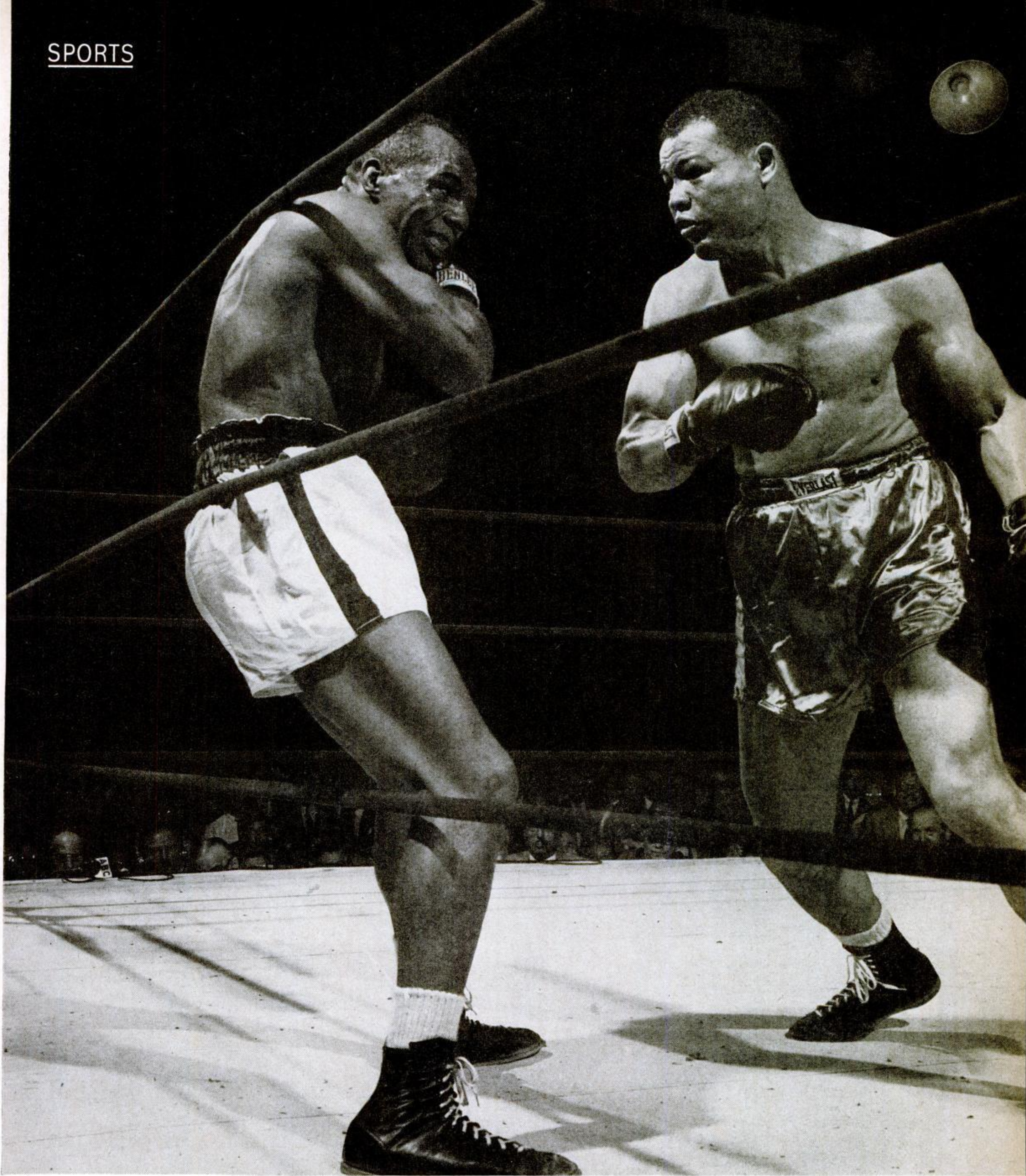
AMERICA'S LARGEST SELLING ALE... PURITY, BODY, AND FLAVOR IN EVERY GLASS...



PURITY, BODY, AND FLAVOR IN EVERY GLASS...



AMERICA'S LARGEST SELLING ALE



BACKING WALCOTT UP AGAINST THE ROPES, JOE LOUIS MEASURES HIM FOR THE VOLLEY OF KNOCKOUT BLOWS WHICH ENDED THE FIGHT A HALF MINUTE LATER

LOUIS WINS, RETIRES

He redeems self against Walcott,
then leaves the ring undefeated

Thirty seconds after the picture above was taken in Yankee Stadium last week a remarkable era came to an end. Heavyweight Champion Joe Louis knocked out "Jersey Joe" Walcott, the man who humiliated and nearly defeated him last December. Then he announced his retirement from the ring, vacating the championship after a reign of 11 years and three days—by far the longest in boxing history.

It was well that he did. Getting in shape for the

second Walcott bout had been an onerous chore for Louis, who had slowed up at least 20% by his own admission. For 10 dreadfully dull rounds he was behind on points as he shuffled after the fancy-dancing Walcott, who even floored the champion with a sharp clip to the chin in the third round. Even though he won with a brief flash of his oldtime fury (*above*), Louis was through and he knew it. In the future he will devote himself to insurance, a grape drink called Joe Louis Punch and possibly politics.



ROOTING FOR WALCOTT, JOAN BLONDELL REGISTERS ANXIETY, APPREHENSION AND FINALLY UTTER DEJECTION (BOTTOM RIGHT) WHEN HE IS KAYOED BY LOUIS

JOAN BLONDELL SEES WALCOTT'S DOWNFALL

The ringside histrionics pictured above, which were evoked by the knockout, are quite possibly the most spontaneous of Joan Blondell's career. The movie actress became pro-Walcott because somebody told her he had six children and also because she thought she detected him praying. Miss

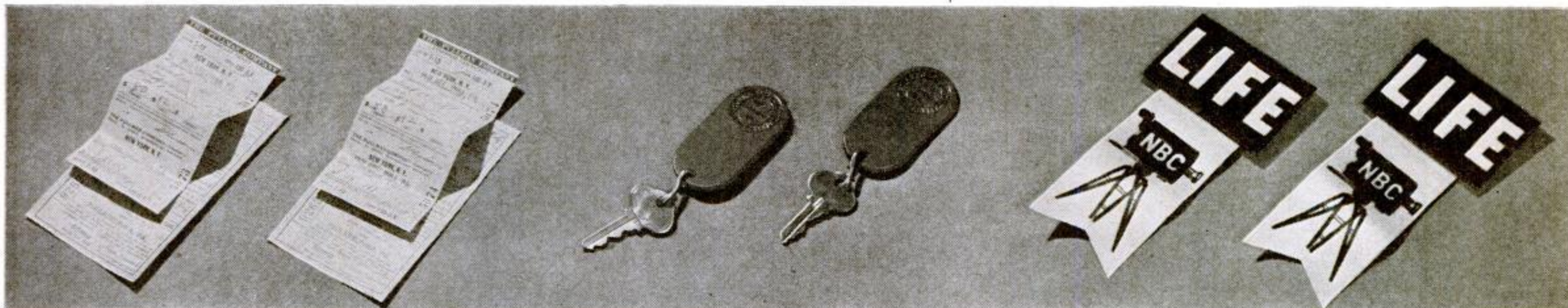
Blondell attended the fight when she and her husband, Theatrical Producer Mike Todd, followed a police escort out of curiosity and wound up at Yankee Stadium. How they got front-row seats at the very last minute is their secret. Said Todd, "We made One-Eyed Connolly look like a bum."

CONTINUED ON PAGE 60



With about \$335 or more, two press passes, and reservations made long in advance, a New York couple, living on an average delegate's scale, could do a good job of seeing the Democratic Convention in person (assuming the convention lasts 5 days). Tickets and hotel keys below represent accommodations

on Pullman and in an average-priced hotel. At home, many millions of Americans will see the same great show for nothing, just as they did the Republican Convention—on LIFE-NBC television. In many ways, they will see it better. They will actually see some things before delegates themselves do.



LIFE-NBC television of Democratic Convention will be like free trip there, with press passes

WHO'LL CLIMB into the ring with the Republican nominee?

Will President Truman be renominated—or will his party bolt and name a dark-horse candidate?

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Behind-the-scenes coverage by LIFE's editors that will produce a vivid, fascinating, tremendously informative picture of the big and little

men who make nominees—or break them.

As in LIFE itself, LIFE will dig out the meaningful, unpublicized events from behind closed doors—events that make the news make sense.

Included in the telecast will be world-famous personalities... news analysts... political big-wigs... the man in the street... delegates at work and at play... spontaneous demonstrations... all the shouting, color, and excitement of the biggest political show on earth.

If you live in or near any of the cities below and have access to a television set, don't miss this exciting and historic joint venture in journalism—brought to you by LIFE and NBC.

Telecasts begin July 12th, on these stations:

WNBT, New York	WPTZ, Philadelphia
WNBW, Washington	WRGB, Schenectady
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Also daily résumés on these other stations:

KSD-TV, St. Louis	WBEN-TV, Buffalo
WWJ-TV, Detroit	WTMJ-TV, Milwaukee
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New RCA VICTOR RECORDS for July!



VOCAL

- ☐ **ROBERT SHAW**, Ein Deutsches Requiem—Brahms. Conducting the RCA Victor Choral and Symphony Orchestra. Eleanor Steber, Soprano. James Pease, Baritone. DM-1236, \$12.25.
- ☐ **LOTTE LEHMANN**, Big City (her forthcoming film). Lullaby—Brahms, Träumerei—Schumann, God Bless America—Berlin, and The Kerry Dance—Molloy. MO-1226, \$3.00
- ☐ **JEANETTE MacDonald**, Romantic Melodies: Songs from "Bitter Sweet," "Porgy and Bess," "Strike Up The Band," and others. MO-1217, \$5.00
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Prices include Federal excise tax and are subject to change without notice. ("DM" and "DV" albums also available in manual sequence at \$1.00 extra.)

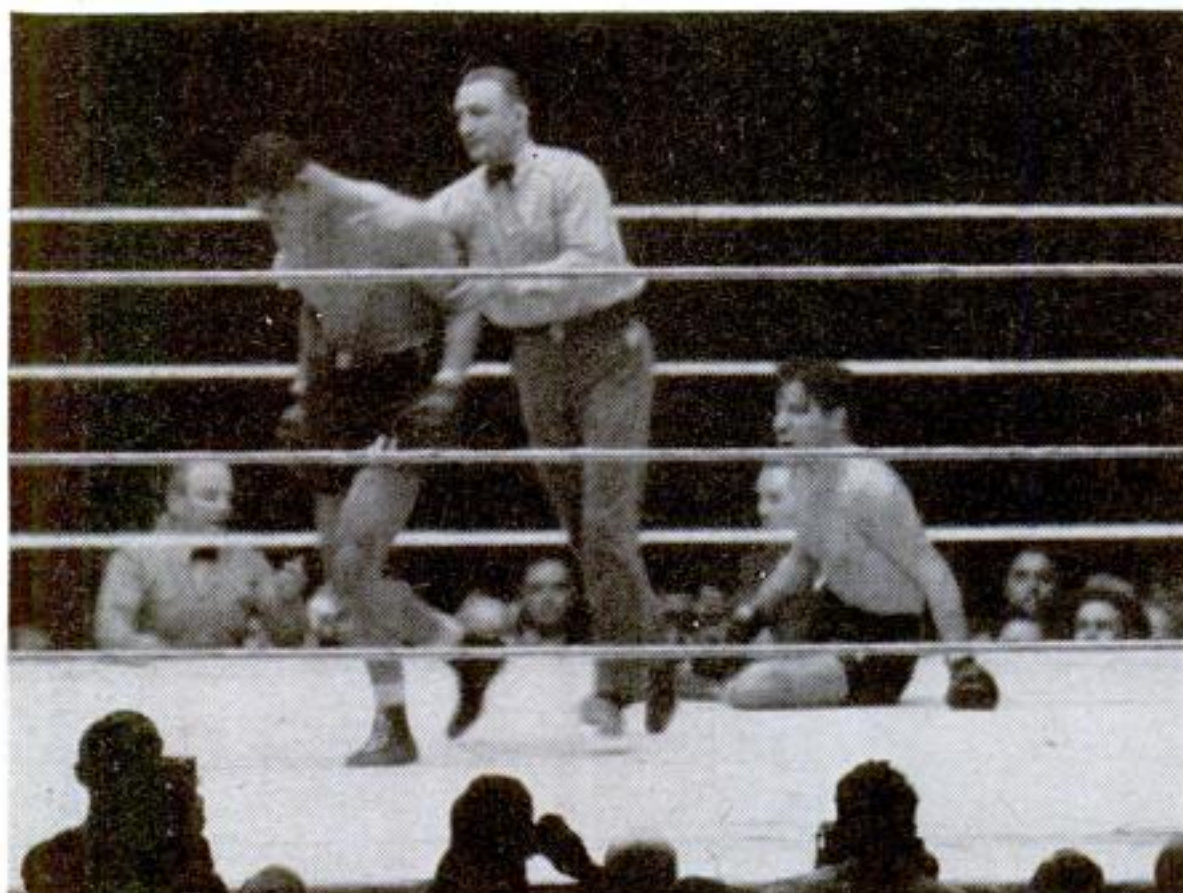
Hear Robert Merrill on the RCA Victor Program, Sunday afternoons, over all NBC stations.

THE WORLD'S GREATEST ARTISTS ARE ON RCA VICTOR RECORDS

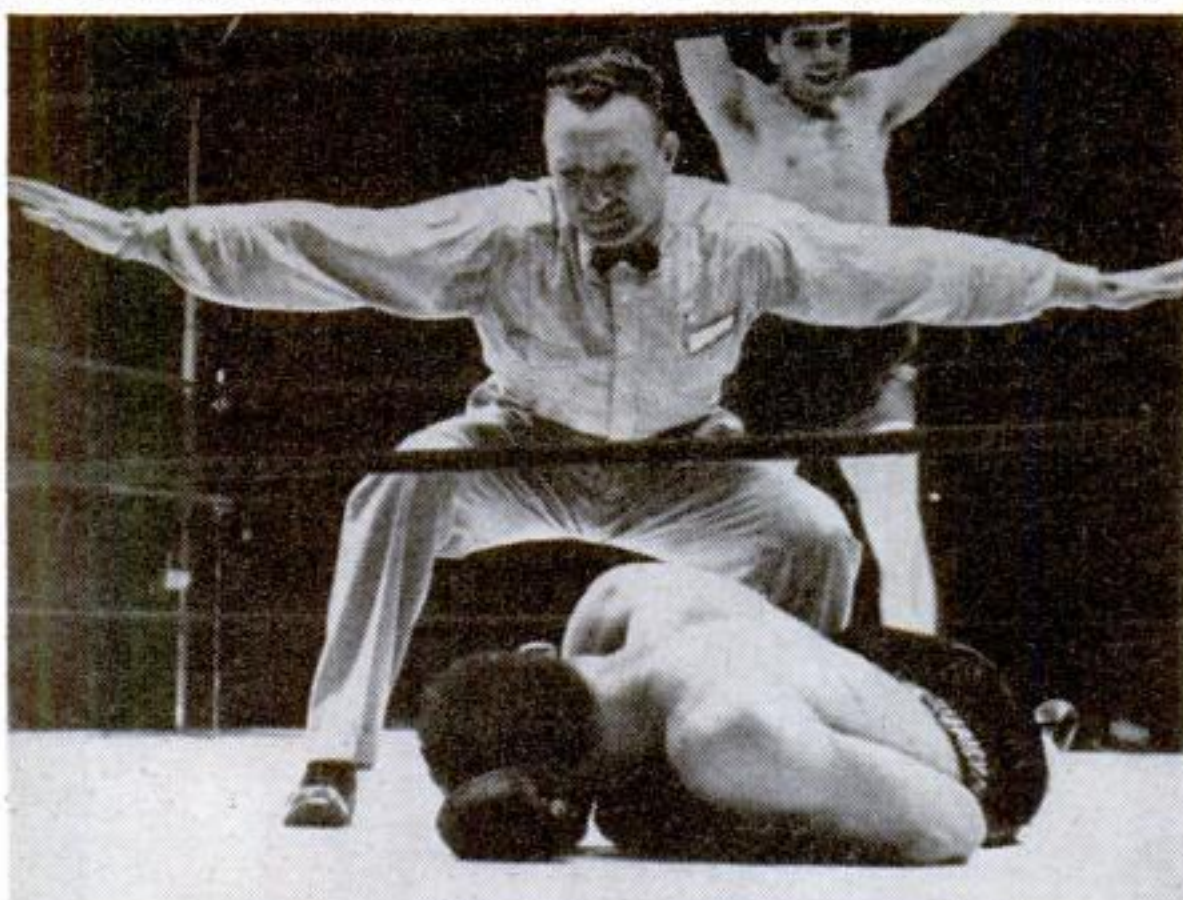
CLIP THIS COLUMN
CHECK YOUR CHOICES
AND TAKE TO YOUR MUSIC SHOP

Louis-Walcott CONTINUED

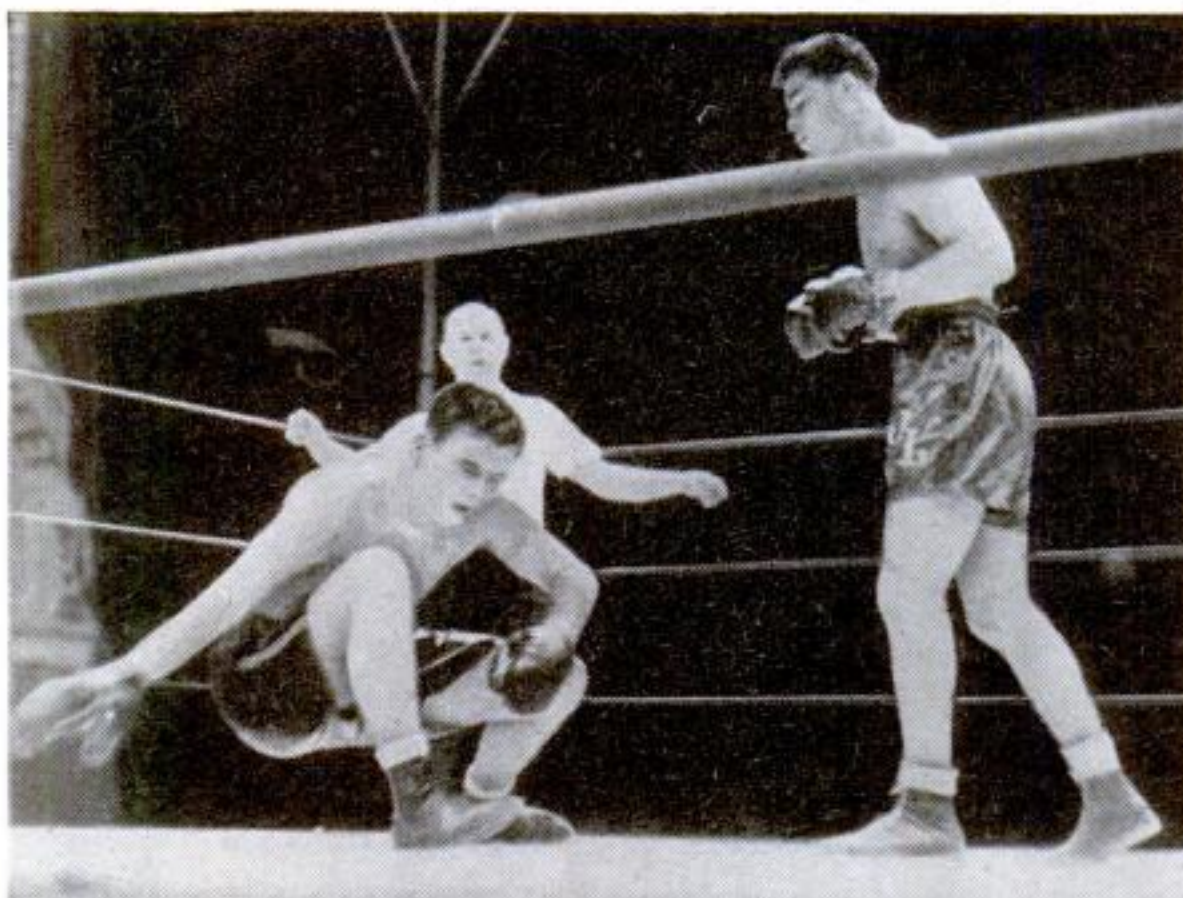
PICTURES FOR CHAMPION'S ALBUM



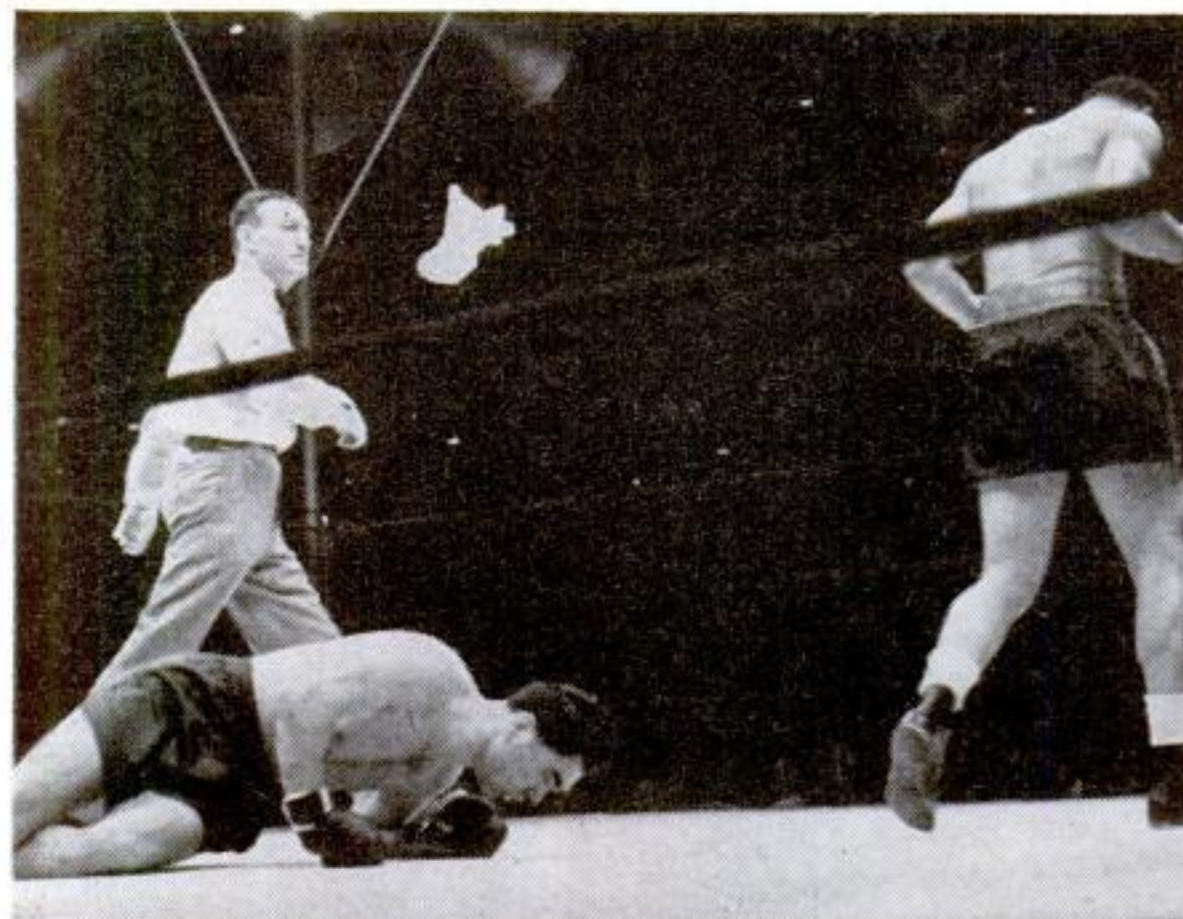
1935: HE KNOCKS OUT MAX BAER IN HIS FIRST MILLION-DOLLAR GATE



1936: HE IS KNOCKED OUT BY MAX SCHMELING FOR HIS ONLY DEFEAT



1937: HE KNOCKS OUT JIM BRADDOCK TO WIN THE HEAVYWEIGHT TITLE



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It's flavor-aged Time helps luscious strawberries flavor-age to ripe perfection. And time brings perfection to Clicquot Club Ginger Ale, time for flavor-aging of its choice ingredients. Buy this big FULL QUART bottle — it gives you almost a glassful more than other so-called big bottles that hold as little as 28 ounces. Get full value: get Clicquot Club "flavor-aged" Ginger Ale.



Clicquot Club ginger ale
(pronounced Kleeek-o)

and sparkling water

full quarts 15¢
(plus deposit)

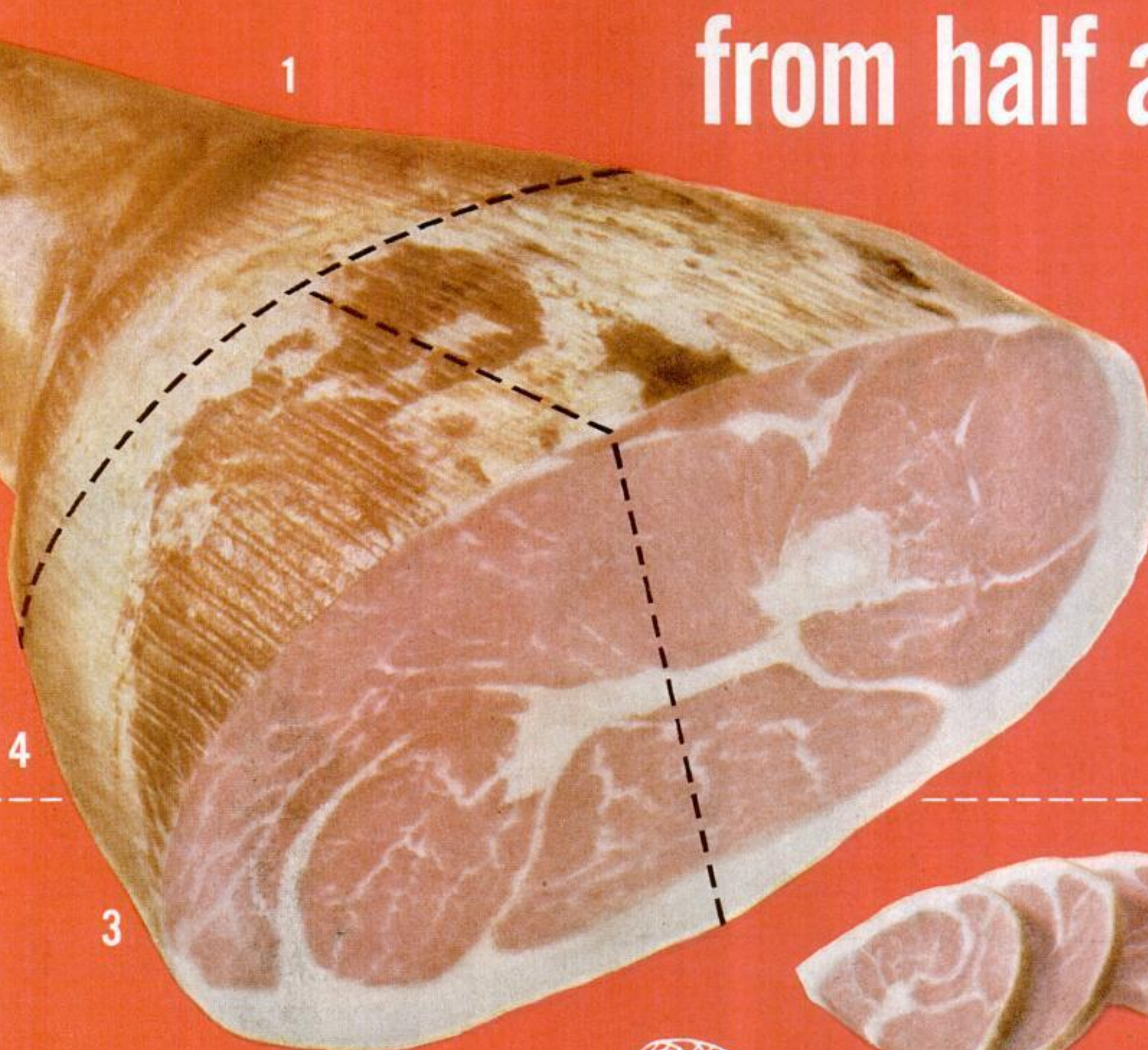
More for your money
An extra drink in every bottle
An extra quart in every 8

Clicquot Club Sparkling Water keeps a tall drink alive for one solid hour. Chill the big Full Quart bottle before opening — it will hold its sparkling life for two whole days when recapped and refrigerated. A marvelous mixer with l-o-n-g-e-r life!



How to make 4 fresh-cooked meals from half a ham

When ham is on your shopping list, it's a real economy for the average size family to get a full-cut shank half large enough to make four meals, as shown here.



1 "Boiled" Dinner

Before you bring it home, have your meat-man saw off a generous shank end for lots of flavor in a "boiled" dinner. Simmer it gently with carrots, onions, potatoes and wedges of cabbage.



2 Baked Ham

Later in the week you can easily divide the center part of the ham half into two portions as shown here. Bake the piece with the bone. Score it and decorate it, if you like, with your favorite glaze. The slices will be small, but no less delicious.



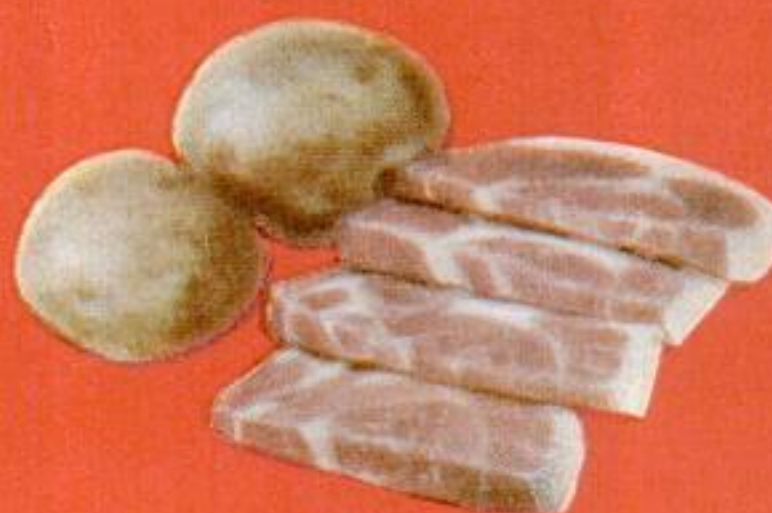
3 Fried Ham Slices

The remaining piece is boneless and easily sliced with a sharp knife. Cut your first slices from the larger end. Make them fairly thick to fry or broil.



4 Ham and Scalloped Potatoes

As you get to the smaller end of the boneless piece, cut thinner slices. Use them in alternating layers with sliced potatoes to make a dish of scalloped ham and potatoes.



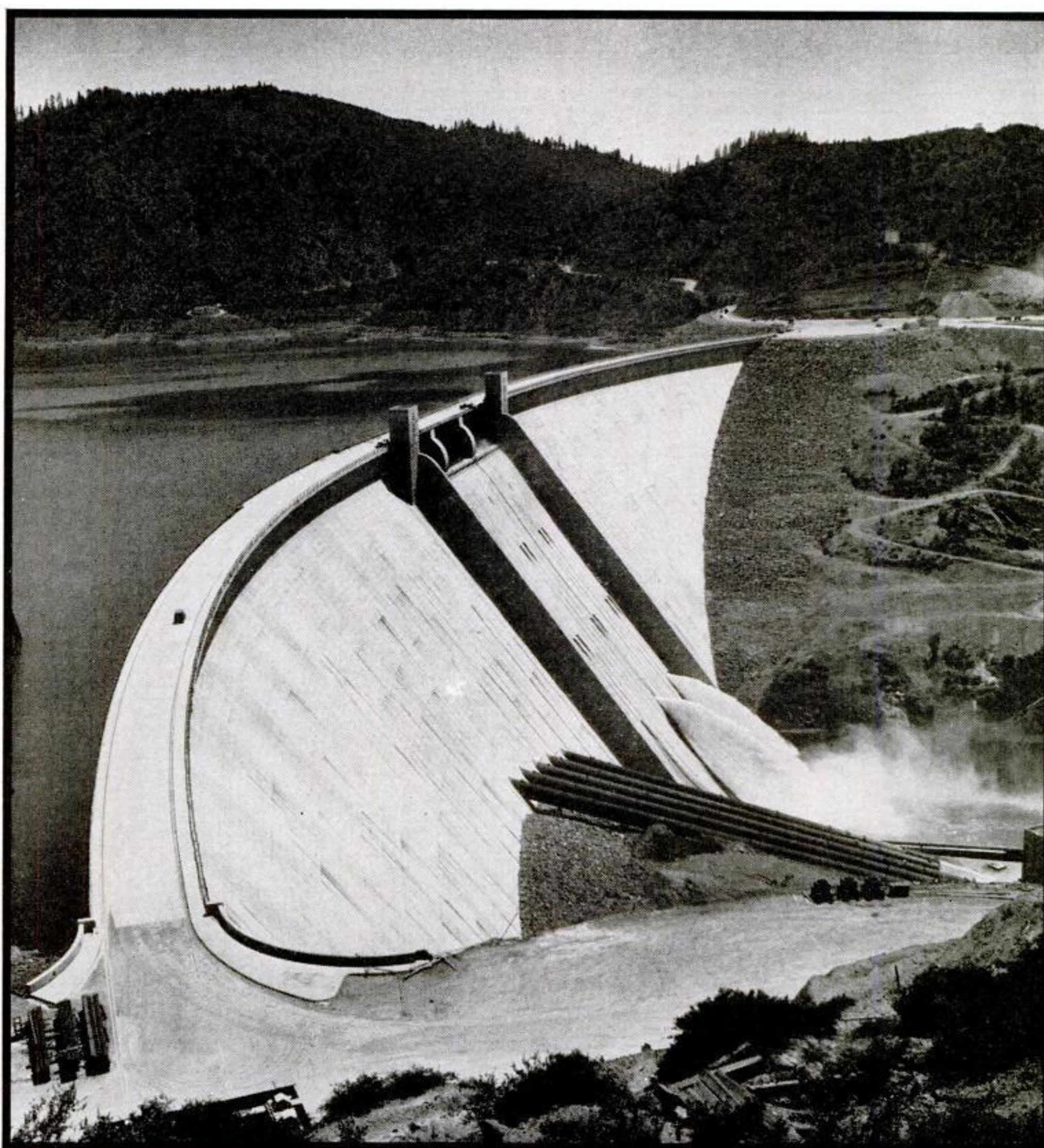
This way of getting four fresh-cooked meals from one cut of ham will help you give your family more often the generous supply of B vitamins that ham provides, and the complete, high-quality protein that ham, like all meat, offers. Yes, there's thrift in the buying of meat, and also in the way you use it.

P. S. For help on your meat problems—listen to the Fred Waring Show—NBC stations—Tuesday and Thursday mornings.

This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.



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TO CONTROL THE SACRAMENTO, ENGINEERS BUILT THE CLIFF AND LAKE OF SHASTA DAM

MAN-MADE LANDSCAPES

Americans have changed the face of the West

PHOTOGRAPHS FOR LIFE BY ANDREAS FEININGER

Five generations ago the American West bore only such scars as the working of wind and water gave it. On the floor of an empty canyon in Utah an undiscovered outcropping of copper ore lay green in the sun; two miles underground on the coast of California a rich unknown pool of oil stirred faintly with the turning of the earth. Beyond the Mississippi River stretched an untouched and spectacular land.

Into this land poured millions of westering Americans who were themselves spectacular, men who were inclined to take a little powder and blow off the face of a mountain because they wanted to get at the metal inside or build an eight-lane highway because they felt the need to get somewhere in a hurry. They looked with awe and with love on the great landscapes, but before long they found that some of them got in the way. When this happened the Americans simply spat, got to work and made their own landscapes. In

the course of a century they changed the face of half a continent.

On the following 18 pages LIFE shows how man has made over the landscape of the West. The photographs were taken by Andreas Feininger, who for two months journeyed between the Mississippi and the Pacific, using several cameras, including one with a 40-inch telephoto lens, to cope with the huge stature of his subject. His photographs reflect not only American achievements but also some of the American character. Houston (pp. 66, 67), writhing with the delight of growing up, flexes its muscles and feels that one day soon it will have no rival in all the Southwest. The enormous unsatisfied appetite of the young country keeps the Bingham copper mine (pp. 68, 69) growing broader and deeper by the hour in a vain attempt to produce enough ore. The bare power lines of Hoover Dam, with no adornment but carrying 300,000 volts, strike out across the hills (pp. 80, 81) as directly as good Yankee attorneys pursuing a point of law.



***A wide river made of stone
flows over an Indian trail***

When the Spaniards came to California they were already an ancient and somnolent race with few compulsions. They fell asleep easily in the sun and gave the musical names of the saints to the land. Where they found an old Indian trail as wide as two footprints, they increased it only to the



width of a cart's axle, but they dignified it with words which lasted. Thus from the San Fernando Valley through the Santa Monica Mountains, Cahuenga Pass runs down to the basin of Los Angeles. When the Americans arrived and took the land, they were in a hurry. The road through Cahuen-

ga Pass grew wider swiftly, but never swiftly enough until 1940. Then in one monstrous burst of energy enough concrete was poured onto the floor of the pass in a year's time to enable eight cars to drive abreast. Now 80,000 automobiles running at 55 mph stream through Cahuenga in a day.

Explosive Houston

Overnight in Houston the perforated shafts of skyscrapers, paid for by oil, chemicals and shipping, thrust up out of the flatland. The city is exploding with growth; even in the months which have passed since this picture was taken the downtown area has been torn up and made over by Texans joyfully riding their great boom. The four-story garage (left center) beside the First Presbyterian Church has sprouted an eight-story addition on its roof. The church itself has been demolished, its street frontage sold to Woolworth's for \$2,000 an inch.







***Machines terrace the sides
of a copper canyon in Utah***

On Sept. 17, 1863 a detachment of the 3rd California Infantry, stationed at Fort Douglas in Utah far from the war in the east, went out to prospect a canyon. They found a little silver, a lot of rattlesnakes and an outcropping of green rock. It was low-grade copper ore, worthless then



because no one knew how to refine it profitably. The soldiers passed on. When the great boom finally came, men and cranes frantically began to gouge the floor of the canyon. In 50 years ore trains have carried away more than a billion tons of copper ore and waste and concentric benching

has deepened the canyon by almost 2,000 feet. The Bingham mine has produced more than a billion dollars worth of metal. Daily the great hole in the earth grows deeper and wider as the landscape, once made by the random movement of mountains, is changed by the gnawing of machines.



***A familiar pattern fits over
a new setting in Los Angeles***

When Americans came to Los Angeles they found a climate where palms would grow and where the rheumatism brought 3,000 miles from the East could at last be eased. But as they settled down to live and to build houses in their new environment, well-remembered patterns came to mind. On



the spreading hillsides they placed their white homes close together. On the lush, untidy ground they planted their private patches of lawn, each primly hedged or fenced off from the next. They made some adjustments to the new land, widening their eaves against the sun, but in the end their

community was not, in itself, too greatly different from American towns anywhere. Broad-leaved banana trees and short date palms were planted in the streets in place of elms, and along the hilltop a line of fan palms made as neat and gawky a border as sunflowers in a Massachusetts garden.



***The look of the Old World
was brought to New Orleans***

In the time when the American West was reached by way of New Orleans and the Mississippi, the recollection of the Old World culture and sophistication of the Vieux Carré nourished many a lonely man who had gone up the river and struck out into the wilderness. Thus although none of the

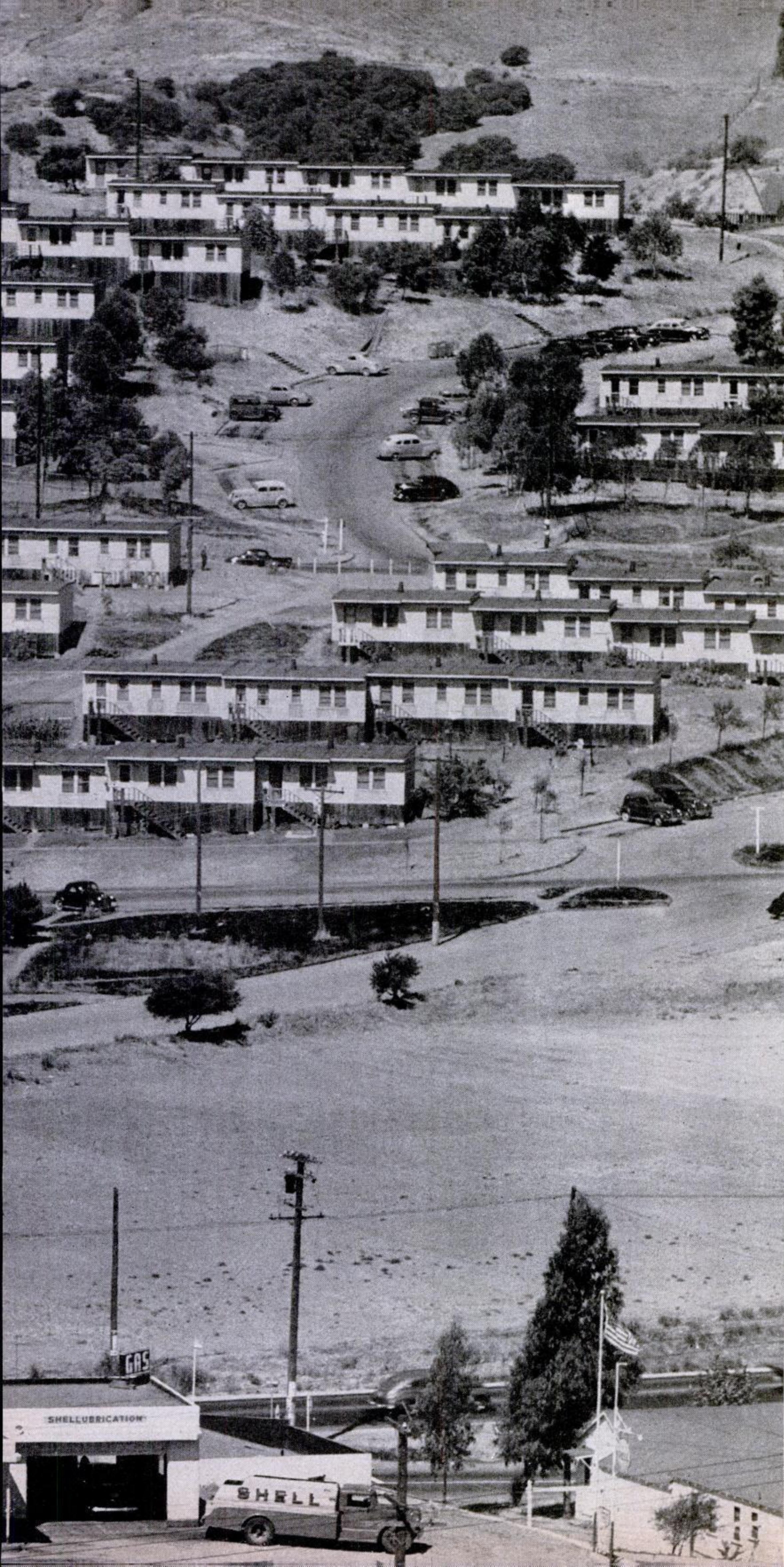


cities of the West resembles it, New Orleans still influenced the new land.

Orleans Street, in the center of the Vieux Carré, was once intended to be the main thoroughfare of the French city. At its end was placed the great Cathedral of St. Louis and along its sides were arranged the balconied

houses of the rich. Soon the city grew far beyond the modest expectation of its founders, and Orleans Street became a self-contained community. Today its inhabitants still share an old village intimacy which the West, in its great haste to grow up, never found the time to enjoy.





Jerry-built war town

Some of the man-made landscapes of the West are as soon made and as impermanent as stage-sets. In 1941 this California hillside at Vallejo was bare and brown; within a year it was thickly encrusted with houses hanging together like swallows' nests on the side of a cliff. Daily 2,000 shipyard workers hurried to Mare Island and returned. When the war ended many found jobs elsewhere but remained on their hillside because they had nowhere else to go. Five years from now the brick-and-ply-wood houses will be worn and warped beyond repair, uninhabitable, and the hillside will recover its nakedness.

CONTINUED ON NEXT PAGE 75



***A forest made by man stands
on the summit of Signal Hill***

At the moment when oil was discovered in 1921 at Signal Hill near Long Beach, a geologist who had proved to himself that there was no oil there was rushing to the site to halt the drillers. Within a few weeks wild-catters and riggers from other oil companies were swarming over the hill,



trampling on the small cucumbers which until that time were the pride of the poor land. Now a man-made forest stands on the hilltop; more than 1,000 closely packed shafts sink down, some barely reaching the oil stratum and others penetrating almost 3 miles. The derricks dwarf the

hardy California fan palms which push up between them. Here and there among the pump shacks are black shallow pools where the oil sediment is separated from a dross of water. As the known reserve of oil dwindles, new wells probe downward in search of more and the forest reproduces.



***The face of San Francisco is
bright with the western sun***

The white facades of San Francisco's buildings, bright with the sun of the afternoon, face west toward the Pacific. Their backs are turned on the reason for the city's existence—San Francisco Bay, which is barely visible beyond the line of skyscrapers on the upper ridge. The thick mass of



buildings presses down heavily on Nob Hill and Telegraph Hill, flattening out the eminences where eager lookouts once stood to signal the approach of ships. The houses now cover the deep scars made by merchant seamen who for years quarried out rocks and sand to ballast their ships on

the home voyage—San Francisco once had nothing to export. But for all its look of solid permanence, this part of San Francisco is relatively new. The great crop of buildings sown across the hills has sprung up mostly since 1906, when earthquake and fire reduced much of the city to rubbish.

Hoover Dam power lines

From Hoover Dam in Nevada these power lines crawl like leafless vines across the jagged foothills of the Black Mountains. The copper cables are almost $1\frac{1}{2}$ inches in diameter; for spans up to 1,000 feet they hang humming in free air between steel towers, carrying 300,000 volts to light Los Angeles. The engineers who strung the cables had no thought for appearances, but behind them they left a landscape as strange and lonely as the surface of the moon.







ON THE EDGE OF HER BED HELEN PERRY DREAMILY SAWS ON HER BIG BASS FIDDLE. SHE USUALLY PLAYS THE UNGAINLY INSTRUMENT IN HER LIVING ROOM

BULL FIDDLE BEAUTY

A lovely California blonde makes a career out of a fat old viol

When she was a scrawny adolescent in a Long Beach, Calif. high school Helen Perry found solace in the most ungainly of all musical instruments—the double bass, also called bass viol or bull fiddle. She called it Baby, studied hard, won medals and scholarships. Miss Perry blossomed (*above*) into a blond beauty of delightfully symphonic proportions and she and her bloated bull fiddle went on to a job with the Los Angeles Philharmonic. Conduc-

tors found her technique accomplished and other musicians found her looks distracting. They so distracted a French-horn player that he married her.

After marriage Helen Perry left the symphony. She became a mother, model in Hollywood stores and movie bit player. But she remained a bass fiddler. Now 22, she still lugs her 30-pound, 6-foot instrument to play in two radio orchestras. From her various occupations she makes about \$5,000 a year.



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There is no fence in any town
Refreshing coffee can't tear down!
Iced coffee's zestful flavor climbs
Those little fences in folks' minds
That keep the best of friends apart
And hide from each, the other's heart.
Yes, fences seem to disappear
When we enjoy iced coffee's cheer!

2 EASY RECIPES FOR DELICIOUS ICED COFFEE

THE "PRE-COOLED" WAY

1. Make coffee regular strength.
2. Cool in covered, non-metallic container not more than 3 hours.
3. Serve in tall glasses with ice. Sugar and cream to taste.

THE "JIFFY" WAY

1. Make coffee double strength—by using half the amount of water to your usual amount of coffee.
2. Fill a tall glass to the brim with ice.
3. Pour hot coffee over ice. Sugar and cream to taste.

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"Look for this seal on the Coffee Maker you buy."

Hot in the cup
Or iced in the glass—
Coffee's the drink
You cannot surpass!

Yes... the finest in 65 years
THE FINEST THREE FEATHERS EVER BOTTLED!



1. Judge its NOBLE FLAVOR

*Drawn from treasured reserves of
fragrant whiskies blended with choice,
mellow-natured grain neutral spirits.*



2. Judge its RARE BOUQUET

*A grand aroma, subtly delicate yet
richly deep—the unmistakable bouquet
of true excellence in whiskey.*



3. Judge its
GENIAL CHARACTER

*It is these three great qualities which
distinguish today's Three Feathers—
finest bottling in all our 65 years.
Blended to an incredible lightness,
remarkably gentle-natured—we believe
you will find it the pleasantest whiskey
you have yet enjoyed. Judge it for yourself.*



THREE FEATHERS
Choice of Good Judges

BLENDED WHISKEY, 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. THREE FEATHERS DISTRIBUTORS, INC., NEW YORK

Bull Fiddle Beauty CONTINUED



AS A MUSICIAN in Victor Young's orchestra Helen Perry buzzes raptly on her bass fiddle during a rehearsal for the broadcast of the *Texaco Star Theater*.



AS A MODEL in I. Magnin's store Miss Perry shows an organdy gown. As an actress she has a small part in Rosalind Russell's new movie, *The Velvet Touch*.



AS A MOTHER Miss Perry sun-bathes with her 19-month-old son Gerry. She lets the boy play with the huge double bass when he tires of his own toy guitar.



Soft as baby's skin...

EMPIRE BABY PANTS

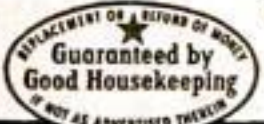
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QUICK RELIEF! Feel that restful, soothing sensation that comes instantly. Murine's 7 ingredients were designed to bring quick relief from the discomfort of tired eyes. Try Murine today!

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AUTOMATIC PENCIL SHARPENER CO., ROCKFORD, ILL.
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ACTION**

PENNZOIL
MOTOR OIL

**FLOWS FAST
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Sound your "Z" when
you drive in for the
genuine. Sold coast-
to-coast by better
dealers at this sign.



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**Tough-film PENNZOIL* gives all engines
an extra margin of safety**



IN AN ATLANTA STORE THE DILLARDS LOOK OVER FLOWER SEEDS. THEY CONCENTRATED ON VEGETABLES

Life Visits an Amateur Gardener

Eager novice labors like a sharecropper to bring forth his first radish

Around about July most suburban gardeners across the country can be counted on to start bragging about the marvelous vegetables they are getting right out of their own backyards. Among those who will brag for the first time this year—if the cutworms, bean beetles, corn borers and tree squirrels give him a break—is Woodrow Wilson Dillard, a 30-year-old real-estate agent of Decatur, Ga. Because he was an apartment dweller before buying a home last October, this spring was Dillard's first chance to farm his own land. There it lay, early in the spring, warm and inviting and shimmering in the sun. What if home-grown beans, as carping critics always point out, would cost (including labor) three times the grocer's price? Dillard fell hard.

Soon he was enjoying one of the gardener's most wonderful experiences: browsing eagerly through seed packets and fingering the fancy equipment in a local store (opposite).

But there was trouble at home. Dillard's wife Juanita

wanted a notably small vegetable garden, a remarkably large shady lawn. Dillard, who dreamed of the opposite, asked coldly, "Do you want to eat grass?" He won a 40x30-foot plot. But he still had to win it away from nature. He worked two hours at dawn and two more at dusk spading the earth, tearing up weeds, moving rocks, hacking at roots and cutting

down three large trees, including a black gum tree which Mrs. Dillard fancied as a place to hang her hammock (p. 91). By mid-May Dillard had planted 10 neat rows of squash, onions, radishes, corn, okra, beans and cantaloupe—just in time for a three-week drought. County law forced him to use his new garden hose early in the morning or not at all. By June the beetles were at his pole beans. With plenty of free advice from his neighbors to push him on, Dillard outlasted the stubborn land and unnatural weather. Finally there came a golden day in June when Farmer Dillard knelt in the dirt and plucked the first stumpy radish from his garden (p. 92).



RADISH ROW is sown heavily by Dillard on his neighbor's advice that he can thin it out later.



HELPFUL PROPRIETOR Donald Hastings, who caters to amateur gardeners, sells tomato seedlings to the



DELIGHTED by the complexity of an extension garden pruner, Dillard points it gunlike across the store counter.



every Dillards. Although Dillard wandered bright-eyed from one tempting garden tool to the next (*below*), chuck-

ling to his wife, "Honey, look at this. I'd sure like to have this," Hastings let him buy only what he could use in a

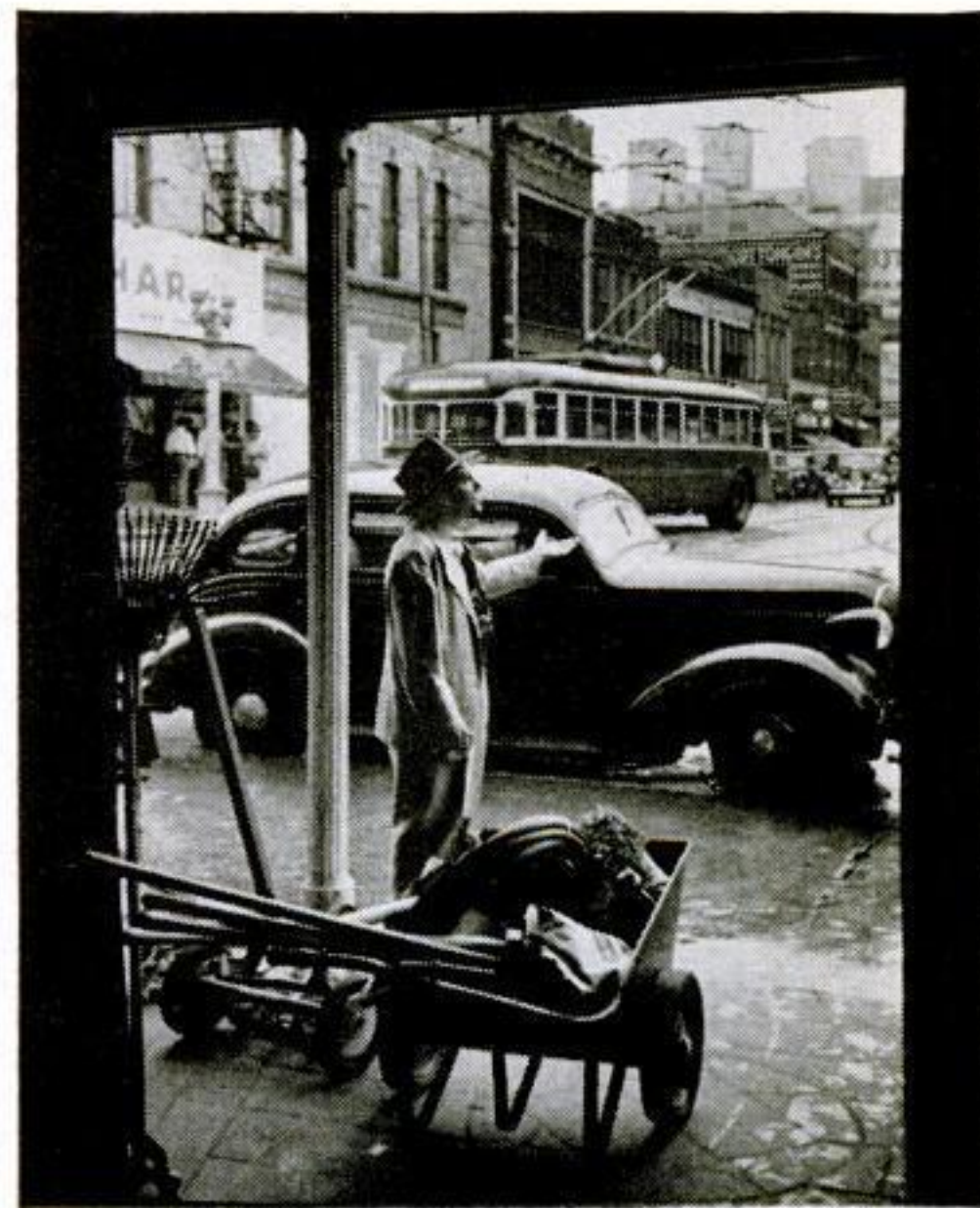
small garden: seeds, plants, fertilizer, a hose, two cultivators, two hoes, a sprinkler and a handcart (total: \$36.55).



DISAPPOINTED, Dillard hears storekeeper say that electric hedge clippers are too extravagant for a beginner.



CONFUSED, Dillard examines liquid sprayer, which he did not buy since he planned to use powder against insects.



RAIN STARTS just as Dillard is leaving the store with a cartload of equipment. It did not rain again for 25 days.

World Famous Photographer Says:

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EDGEWORTH
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321 East 44th Street
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Gentlemen:

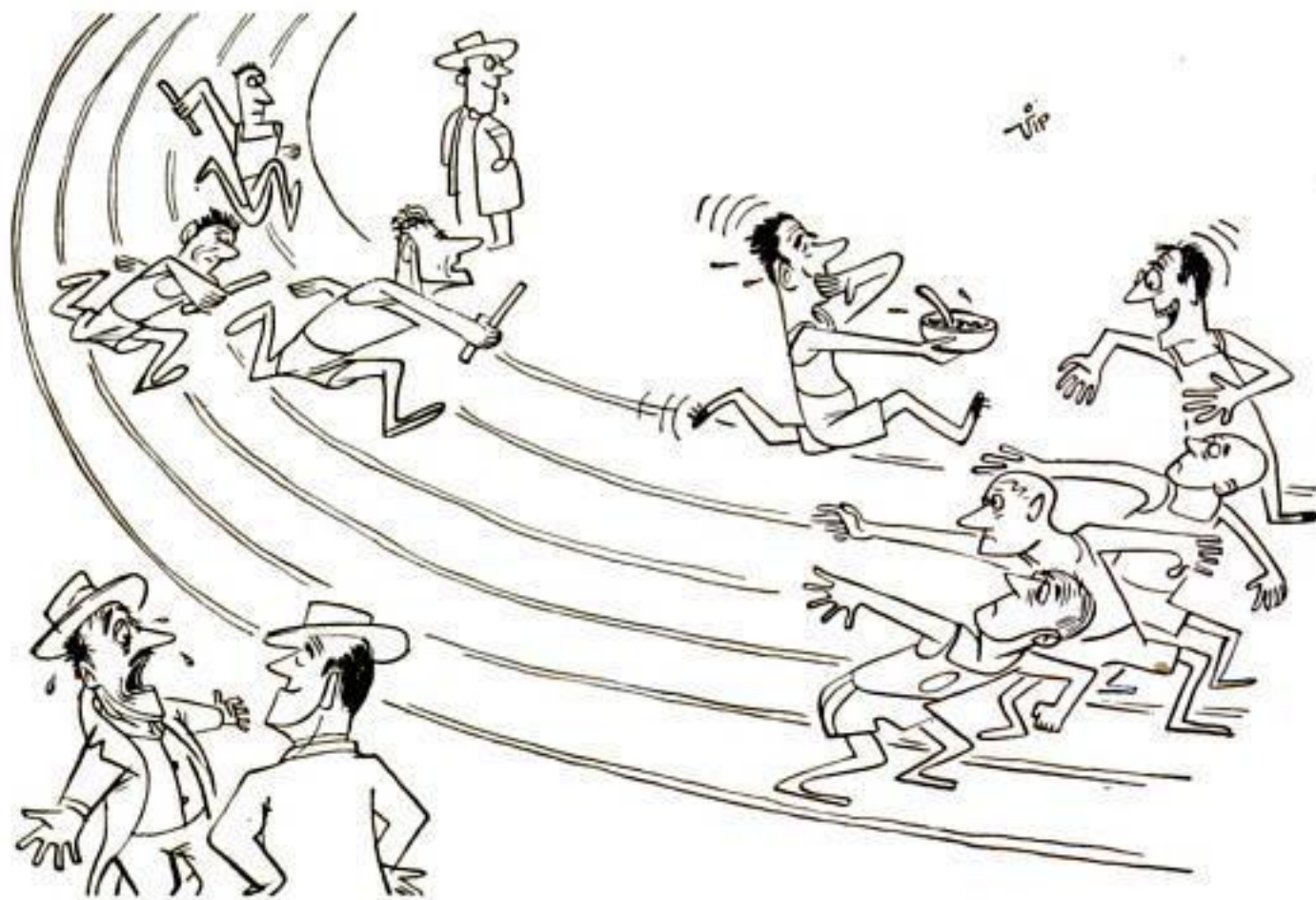
Without your fragrant Edgeworth Pipe Tobacco, I don't believe I would have the patience to commute between New Canaan and New York City every day.

Puffing Edgeworth, I find, makes the hour and-a-quarter ride pass more quickly—and helps me focus my thoughts for the day on business problems.

In my opinion, Edgeworth is the finest tobacco blended. I have smoked it for many years—and it has never yet burned my tongue.

Gratefully,
THOMAS UNDERWOOD
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Buy it in the Seal-Pak Pocket Pouch...
Always Fresh!
P.S. Have you smoked EDGEWORTH SLICED Pipe Tobacco?



"But . . . but the relay rules don't say you can use a bowl of Wheaties!"

Many champions obey this rule . . . "Eat Wheaties as a training dish, with milk and fruit." Good for you too. Offers all the vitamins, minerals and food energy of 100% whole wheat. Proteins too. And . . . second bowlful good! America's favorite whole wheat flakes. Wheaties, "Breakfast of Champions"!

CAT-TEX

5 CAT'S PAW

SOLE OUT-WEARS LEATHER!

PULVEX FLEA POWDER

TWO KINDS

WITH 5% DDT
... for dogs. Kills fleas and lice quick. Keeps fleas off 5-7 days. Many home uses.

OR WITH ROTENONE
... for cats, dogs. Quickly kills fleas, lice. Kills fleas when put on a single spot. Pre-war formula.

EITHER KIND: 25c & 50c



IN JUNE DILLARD DOGGEDLY HOES TOMATO PLANTS WITH VERBAL HELP



GARDENER'S WIFE (left) listens patiently while neighbor bumbles on about her own thriving tomato crop. Dillard tomato plants were limp and scrawny



FROM FATHER-IN-LAW (ON STUMP), A NEIGHBOR (ON FENCE) AND WIFE



MAKESHIFT BUG SPRAY, an old sock full of rotenone powder which Dillard belabors with a stick, is considered primitive by his fence-leaning hecklers.

CONTINUED ON PAGE 91

MORE
"MUSCLE"

where you need it!

• Want to put more point-winning sizzle into your drives and smashes—without risk of ruining your stroking and timing?

Then—next match—come out swinging a new Spalding or Wright & Ditson.

These new rackets are "Tri-Powered"—strengthened at three vital points (throat, shoulders and bow) to help put more power and speed in your shots. Their extra "muscle" has been proved by laboratory "torture tests"—they outlast ordinary rackets by wide margins!

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Spalding
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TUNE IN on Spalding's broadcast of the Davis Cup Matches, Sept. 4-5-6 and the National Championships, Sept. 18-19.

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Nothing in your hands! Nothing up your sleeves! But look...
...out of your *present income* grows a wonderful future. There's a home in the country, college for your children, travel and fun for the whole family, even a comfortable retirement income for yourself.

And this is no trick, no illusion. *It really can happen!* It is happening right now for millions of wise Americans who are buying U. S. Savings Bonds *automatically* on the Payroll Savings Plan.

Here's how the magic works. All you do is sign up for the Payroll Plan. Then regularly, automatically, part of everything you earn is used to purchase Savings Bonds.

And magically, week after week, these *automatic savings* pile up the money you'll need to pay for the future you want!

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a big part in helping keep our country financially sound and strong, too.

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AUTOMATIC SAVING IS SURE SAVING — U.S. SAVINGS BONDS



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THE DILLARDS HAVE SOME TROUBLE WITH A TREE



TROUBLE BEGAN when Mrs. Dillard discovered husband and his brother, still full of garden fever, felling favorite tree.

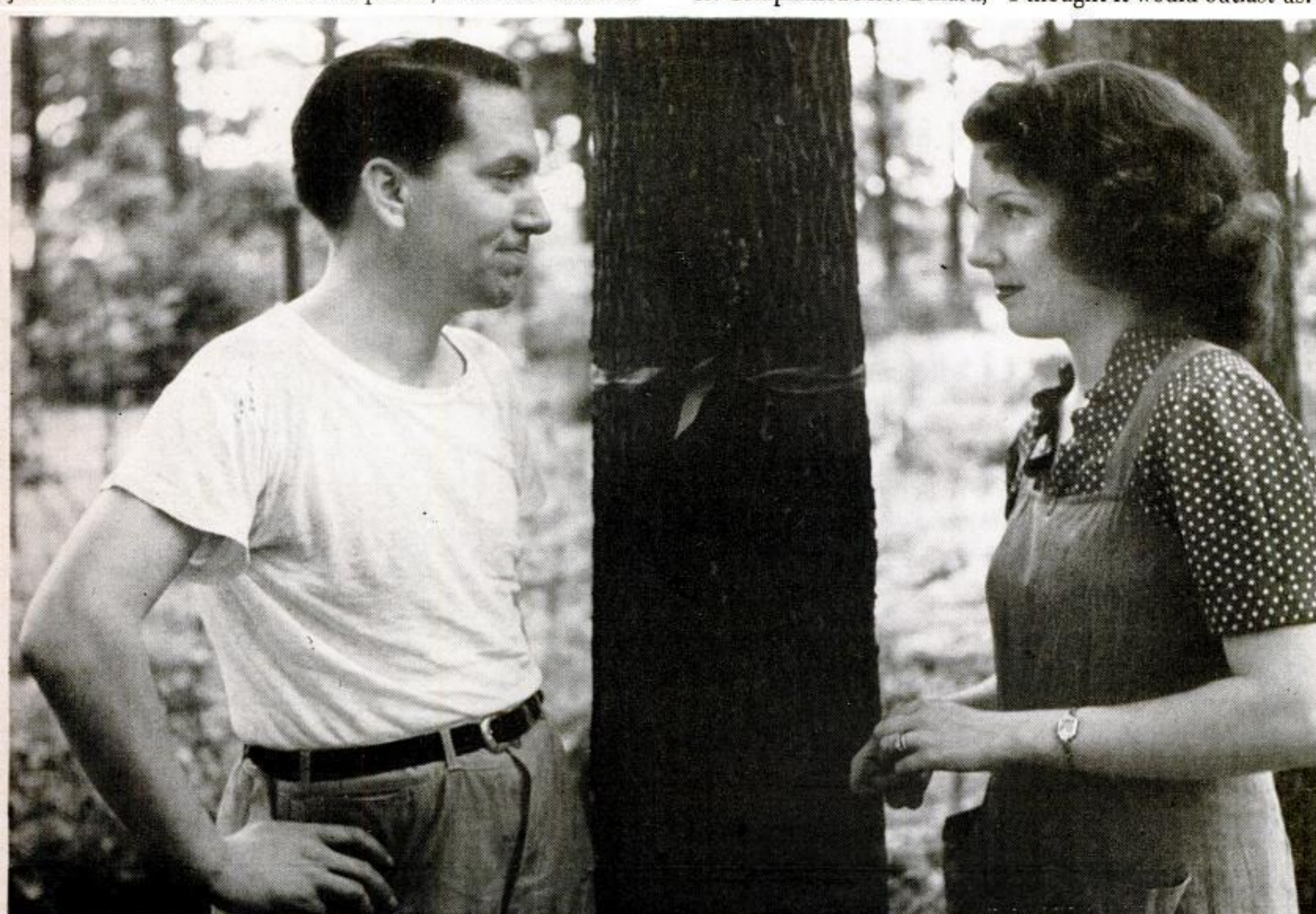
She wanted to swing a hammock from it. Dillard claimed the tree was dying anyway. Said his wife, "It doesn't smell dead."



DILLARD WINS the argument and helps finish the cutting job while Mrs. Dillard watches skeptically from safe distance.



TREE'S ROTTEN CORE is pointed out by Dillard's brother. Complained Mrs. Dillard, "I thought it would outlast us."

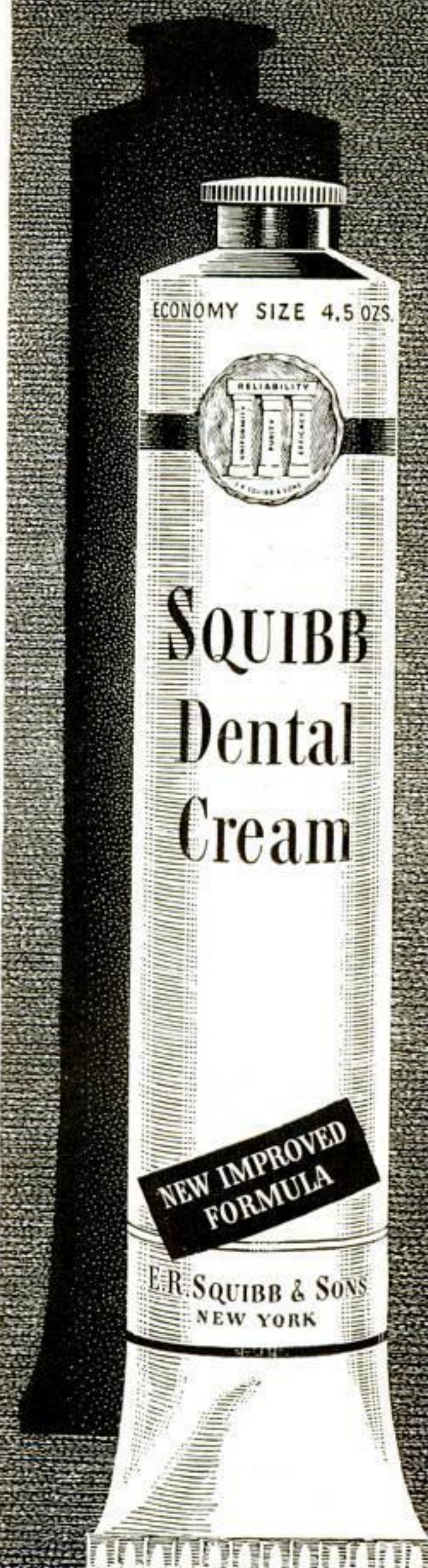


MRS. DILLARD SAVES A TREE by tying a ribbon around it. Dillard greeted this preservation scheme unenthusiasti-

cally. He went ahead and cut down two more trees while his wife kept yelling, "Are you sure you know what you're doing?"

CONTINUED ON NEXT PAGE

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Just right... for NEW CARS! Here's a wax-polish made especially for new cars—and others whose finish is in first-class condition. It cleans and wax-polishes in one easy operation. Gives a brilliant lustre that lasts for months. Keeps cars looking new.

DU PONT SPEEDY WAX



Amateur Gardener CONTINUED

SORROW AND TRIUMPH



IN SILENT SORROW Dillard examines beetle damage to leaves of his best bean plants. He also expects to have trouble with marauding rabbits, squirrels.



IN QUIET TRIUMPH he pulls his first radish. Dillard was amazed to find it looked like the store variety, exclaimed, "I thought it would be real little."



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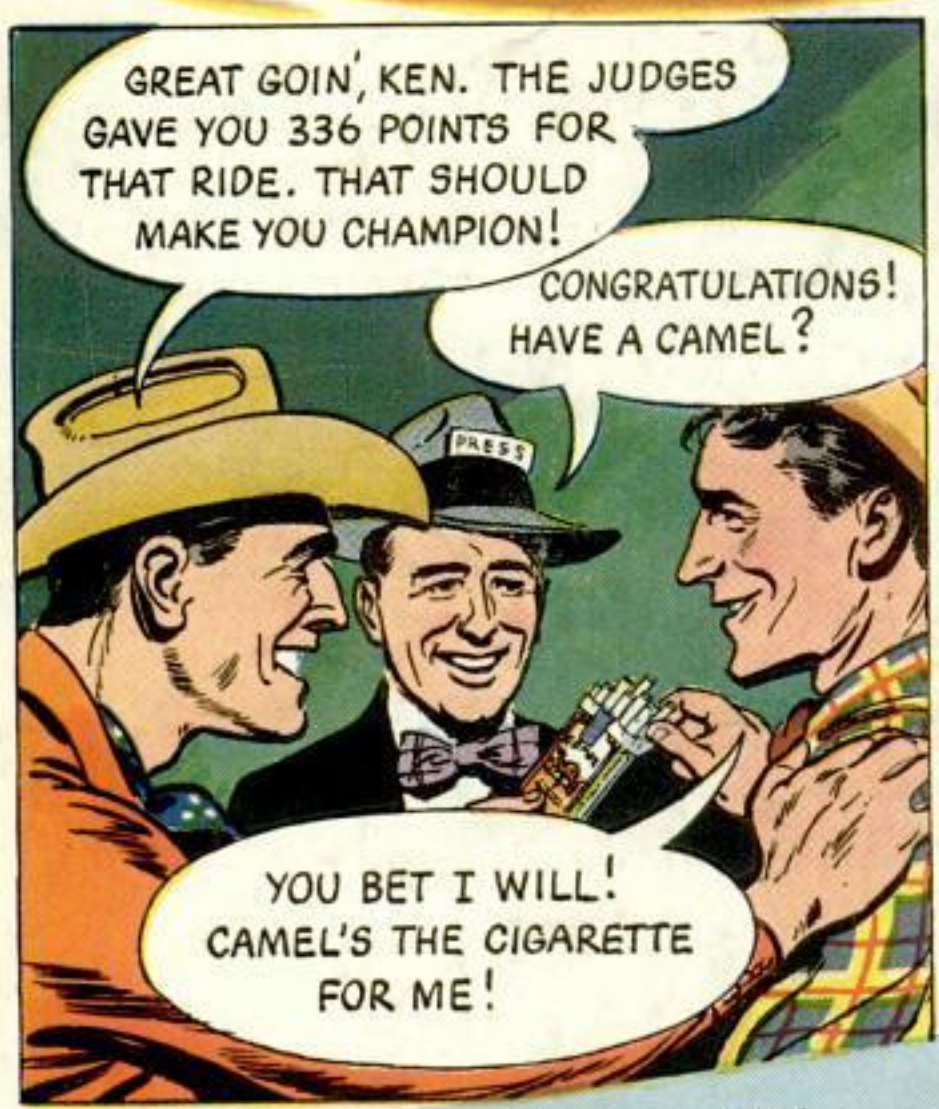
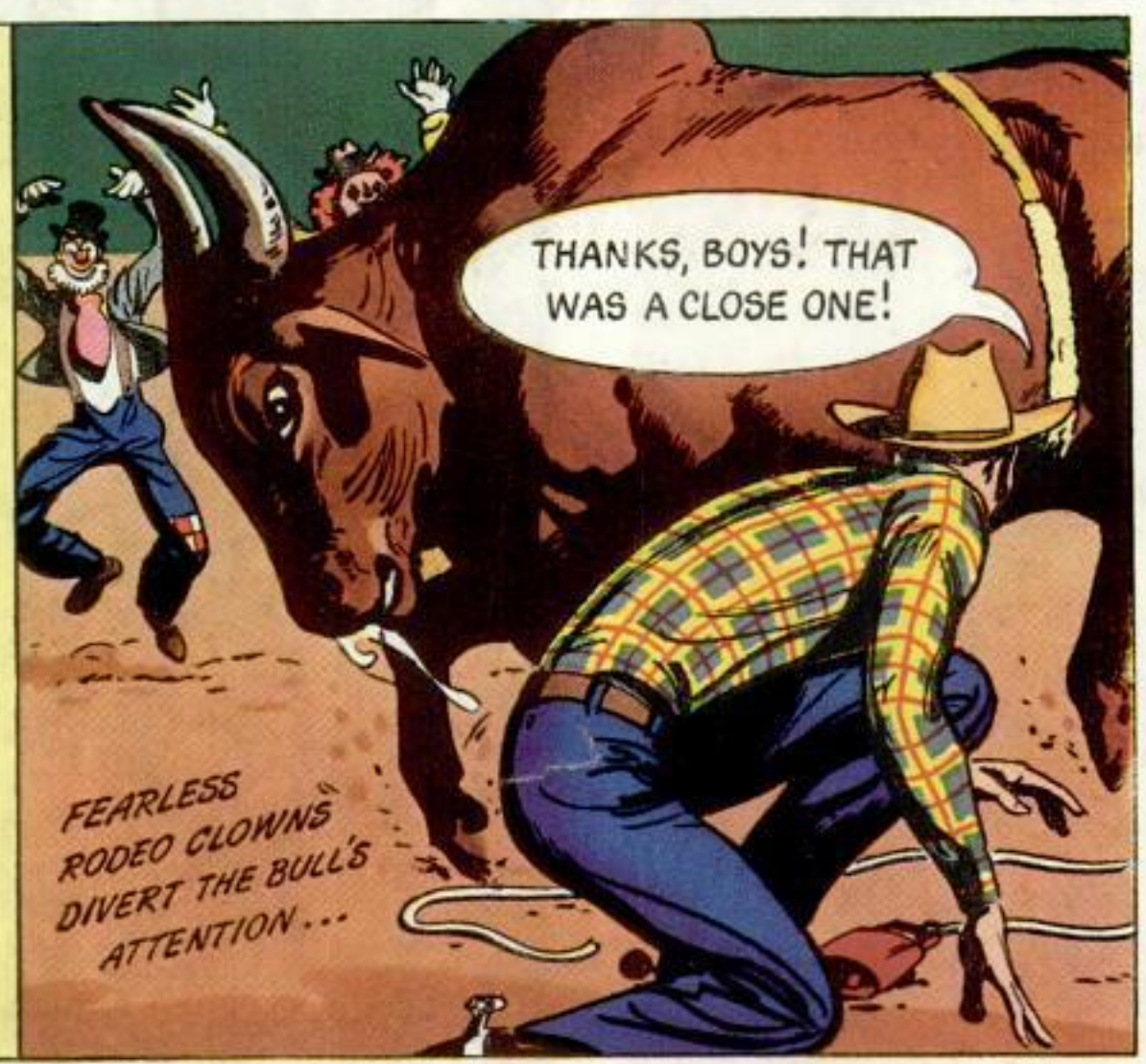
FOUR-LEGGED FURY!

Rodeo champion **KEN ROBERTS** agrees that in rodeo—and in cigarettes too—*Experience is the Best Teacher*



BUT THE MOST DANGEROUS PART OF THE RIDE IS WHEN IT'S OVER! THE RIDER MUST JUMP FREE—GET OUT OF THE WAY **FAST!!!** IT TAKES AGILITY—AND LONG EXPERIENCE!*

*EXPERIENCE COUNTS IN CHOOSING A CIGARETTE, TOO. WITH MILLIONS WHO HAVE COMPARED DIFFERENT BRANDS, **CAMELS** ARE THE "CHOICE OF EXPERIENCE."



Rodeo champ *Ken Roberts* says:

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LET YOUR "T-ZONE" TELL YOU WHY!

T for Taste...
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